

## Business Development Associate –Digital Partnerships

### Appendix

There may be sub-sets of the generic job described above which require additional technical skills. This appendix to the generic job description can be developed to cover such situations.

<b>Division</b>	<b>Business Development - World Service</b>
<b>Reports to (title)</b>	<b>Head of Business Development MENA West Asia</b>
<b>Location base</b>	<b>Dubai - UAE</b>

<b>Rationale</b>	
<p>This role focuses on expanding the digital footprint for BBC News Arabic and the World Service – especially World Service English. It is tasked specifically with growing audiences and income by developing, maintaining and enhancing digital business development activities throughout MENA and other territories as required. Arabic language proficiency is essential to the role.</p>	

<b>Additional job specific responsibilities and accountabilities</b>
<p>to work with the Dubai based BD Manager and Head of Business Development, MENA West Asia to deliver the digital business development strategy to meet both audience reach and commercial targets and to help inform editorial product development</p> <p>to travel extensively in the region, sometimes in short notice, to account manage relationships, addresses and resolve issues and to progress identified prospects and opportunities</p> <p>to proactively seek relevant new partnerships with established MENA online and mobile players as well as new start-ups, including pitching BBC content and negotiating terms for resulting deals</p> <p>to attend conferences internal or external and constantly develop contact networks, knowledge and understanding of digital platforms, social media outlets, market trends and be up to date with technological advances in the digital area</p> <p>to speak, communicate and write in Arabic in order to develop partnerships with digital outlets that operate in Arabic for the Arabic speakers.</p>

<b>Approval</b>	
<b>Manager/s</b>	<p>Simon Kendall Director Of Business Development</p> <p>Khalid Abdalla Head of Business Development MENA West Asia Region</p>
<b>HR Business Partner</b>	Jill Wookey
<b>Date</b>	