

Appendix – Distribution Analyst (Digital Partnerships)

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.

Job title	Distribution Analyst - Digital (World Service Business Development)
Division	BBC News
Reports to (title)	Business Development Manager - Operations
Location base	New Broadcasting House, London W1

Organisation structure	

Additional job specific responsibilities and accountabilities
<p>This role will suit someone with good developer skills and excellent communication skills. It’s a key role supporting the World Service’s syndication business which partners hundreds of organisations - from the biggest international digital brands to local radio stations. We are an global team that generates income and delivers over 62% of the World Service audience.</p> <ul style="list-style-type: none"> • To work with Business Development, BBC Design and Engineering, and Distribution Management to implement and support effective digital delivery processes and support for World Service distribution partners. • To help develop, build and maintain digital systems that will deliver content (TV, audio and video) to international partners. • Input requirements into projects that will impact the external delivery of World Service content. Provide expertise in internet delivery methods and represent the World Service team on projects run by other BBC departments. • To implement and communicate improvement plans for digital delivery services to partners and document solutions for colleagues where appropriate. • Be involved in implementing partner tracking and monitoring solutions • Provide technical advice to World Service partners, and to work with Business Development as required to support commercial relationships. • Being the point of contact for partner digital delivery and training of new users on current and/or new systems. Working with BBC teams to ensure that the logging, reporting, and resolution of delivery issues are carried out in a timely manner • Be the key point of contact in WSG Distribution for BBC Engineering Operations, BBC D&E, 24/7 Operations and third-party suppliers including CDN providers with regards to digital

assets delivered to partners. Manage the relationship between various support teams, both inside the BBC and externally, to ensure continuity of service for World Service Business Development activities.

- To develop an understanding of the technical and editorial environment so that service delivery is compatible with business need, and editorial judgement to be able to prioritise actions.
- Liaise with internal and external suppliers for the provision of digital technology services for Business Development, including taking part in the relevant procurement processes for new services. Input into technology purchases that will be of value to World Service.
- Work closely with product development teams to develop, test, deliver and rollout new software and database systems, add value in technical discussions about design and implementation and work with product and project teams to prioritise goals in the delivery roadmap.

Knowledge, skills, training and experience

Essential

- Strong software development skills including a working understanding of BBC Cosmos, AWS Lambda, AWS Cloudformation, AWS Cloudwatch dashboard creation, log analysis, RPM Packaging, AV formats, mp4, etc and nodejs
- Understanding of content production systems and content creation software. Strong working knowledge of digital audio and video systems, encoding and delivery of content digitally. Understanding of AV formats, mp4, etc
- Technical experience of APIs, content management systems and AV production software. Proficiency with data formats including XML/RSS and JSON. Knowledge of Digital Rights Management and data protection law, including GDPR.
- Ability to communicate risks and issues timely and appropriately. Excellent digital project management skills with knowledge and experience in Agile methodologies. Strong decision-making ability and experience identifying potential sources of risk and their impact on project success
- An understanding of World Service output and editorial priorities, and the technical challenges facing online delivery of multilingual content, including the rendering and presentation of languages in complex scripts. An ability to apply sound editorial judgement to problems so that any loss of output is kept to a minimum
- The ability to communicate clearly on a wide range of technical matters as well as the interpersonal skills necessary to communicate effectively with customers at all levels, both internal and external.
- Ability to maintain emotions in difficult situations or when working under pressure. Be a constructive, collaborative, positive and helpful member of a high performing team

Desirable

- Familiarity with BBC content production systems including Castaway, iSite, iBroadcast, PIPS, Nitro and CPS is beneficial.
- Experience of providing broadcast support services to a large and diverse user base.

Approval

Manager

Sarah-Jane Hughes Operations Manager

Job title	Distribution Analyst		
Job family	Distribution	Proposed band	C

Job purpose

In BBC Distribution and Business Development, we ensure that the BBC’s public services are innovative, prominent and available to all, now and in the future. We need a highly motivated person to join our team and play a role in the evolution of BBC services across broadcast, hybrid and IP platforms.

You will be keen and highly motivated with a thirst for knowledge in the field of linear and non-linear distribution. It’s likely that you will have a lively interest in how audiences want to consume TV, Radio and online services, a desire to inspire change, and an excitement about developments in the broadcast and entertainment industries.

You will work with the BBC’s external partners to build productive relationships and ensure that the audience can enjoy our services across a diverse range of outlets and platforms. You will also work with varied internal partners such as Editorial divisions, Strategy and Policy, Operations and R&D to develop new service opportunities.

You will have an eye for detail and use this to solve problems to achieve good public service outcomes. You will also love working in a team environment and making a contribution to larger, complex projects and programmes of work.

Key responsibilities and accountabilities

- Working closely with BBC stakeholders to propose solutions that provide optimum routes to market for BBC service requirements
- Managing projects to develop new and existing BBC services, working with project team members across the BBC and partners, ensuring compliant and timely delivery
- Manage third parties and the BBC’s partners to ensure distribution needs are met. Identify areas of opportunity and risk for the BBC, and advise D&BD leadership as required
- Monitor partner performance against BBC requirements, proposing corrective action to D&BD leadership
- Develop personal domain knowledge and contribute to development of BBC distribution strategy across broadcast and IP, advising D&BD leadership as required
- Build personal reputation within the BBC and externally

Knowledge, skills, training and experience

Essential

- Relevant degree or equivalent experience
- Domain experience and track record of achievement in the media sector

- Understanding of the content delivery landscape (broadcasting and IP) and the BBC’s position in it, and the strategic importance of the distribution business
- Influencing and diplomatic skills, able to build trusting, productive relationships with contacts inside and outside the organisation
- Good persuasion and negotiation skills. Experience of informing strategy
- Basic understanding and experience of legal terminology and contract principles, negotiation and practices
- Project management skills and experience of major projects and programmes
- Able to work on own initiative, under pressure and to tight deadlines, with a creative approach to problem solving
- Ability to deal with multiple issues as they arise, remaining calm and effective
- Excellent written and oral communication skills
- Computer literate - Word, Excel, PowerPoint & specialist software packages relevant to the activities of the role

Job impact

Decision making

- *The Distribution Analyst reports to a Head of Distribution, or Controller, []*
- *Decision-maker in respect of distribution of BBC services with implications for relationships with BBC’s partners and competitors, significant financial implications and effects on the availability, prominence and innovation of BBC services*
- *Clear project/assignment based tasks and expectation set by the line manager and progress monitored*
- *The Distribution Analyst will be expected to perform the role within the framework of the BBC’s values and behaviours*

Scope

Finance: As above, responsible for significant contract or project spend, or for partners relationships of comparable significance in terms of their impact on BBC services

Line Management: No responsibility for line management, but plays an important role as participant in inter-divisional groups and teams (formal or informal)

Ad-hoc Teams: Participates in ad-hoc teams familiarising other team members with particular aspects of the team’s project and providing guidance on these aspects. Typical team size 5 – 10.

Other information

For Reward team use only

Job Code	
Definition:	Content

This job description is a written statement of the essential characteristics of the job, with its principal accountabilities, incorporating a note of the skills, knowledge and experience required for a satisfactory level of performance. This is not intended to be a complete, detailed account of all aspects of the duties involved.

