

ROLE TITLE	SENIOR PRODUCER – GET INSPIRED, BBC SPORT		
BBC GRADE	9D	DATE MODIFIED	Feb/17
Division	BBC Content		
Department	BBC Sport – Get Inspired		
Location	Salford		
Reports to	Editor		
Departmental context			
	<p>From the World Cup to the Olympics, whether it's Premier League football, the FA Cup, 6 Nations Rugby, International Cricket or the top Tennis tournaments BBC Sport is at the heart of the world's major sporting events. Our Sports News, Radio Sport and Interactive teams help make sure that every day, throughout the year our audiences are served with all the stories and content surrounding every sport as well as providing world class coverage of the events themselves.</p> <p>Get Inspired is BBC Sport's flagship participation initiative. Providing a platform for behaviour change content and third party participation activities. Working in partnerships with the Sport and Exercise industries and their governing bodies.</p>		
Scope of role			
	<p>The Senior Producer will have the responsibility for the planning, execution and delivery of the component parts for the BBC Sport's 'Get Inspired' initiative. They will play a leading role in helping to deliver the primary objective- to encourage sports participation across the UK through partnerships.</p> <p>While this is their primary role, they may also be asked to work across different programmes, outputs or platforms.</p>		



<p>Objectives for role</p>	<ul style="list-style-type: none"> • To create clear plan to deliver on the project’s objectives, reviewing performance, processes and structures. • To be a relationship builder with external sport bodies to develop targeted joint campaigns. • To provide regular updates, alongside the Editor, for Sport Board. Regular financial reporting (in conjunction with PE/PM), reviewing and monitoring against agreed KPI’s. • To report on risks, dependencies and mitigations including any options analysis in conjunction with Production stakeholders. • To lead the Get Inspired team to deliver a distinctive, creative, multi-platform participation initiatives providing clear project vision and the best way to realise editorial ambitions within operational and financial constraints. • In conjunction with the Editor, provide clear and authoritative creative direction to the team based on an understanding of the Sports industry, internal and external partnerships and experience of production at a senior level. • To bring effective leadership to the Get Inspired team and play a key role in delivering and maintaining a professional multi-platform team. • To be the central point of contact for Get Inspired with the Sport Design & Engineering team • To be the principal relationship builder with key execs, editors, production teams and stakeholders within BBC Sport in order to grow awareness and collaboration. • To work closely with Sport National Governing Bodies to enable them to grow their ability to deliver digital content • To work closely with the BBC Partnerships Group to build a network of Get Inspired champions across Sport, North and the wider BBC to maximise exposure and programme integration. • To present to internal and external groups representing Get Inspired and BBC Sport and acting as an ambassador for the project. • To have over-arching responsibility for delivering and developing a bespoke database and website that properly promotes, informs and encourages participation in Sport and physical activity. • To drive innovation, change and continuous improvement throughout. • To develop an effective internal and external communications plan • To make editorial decisions quickly and confidently with the ability to respond calmly and positively to changing live events and circumstances • To work both individually and with others to conceive, generate and develop ideas, treatments and formats of the highest quality consistent with departmental strategy • To develop close working relationships with colleagues in other areas of BBC North, to help maximise the potential of BBC’s multiplatform operating model • To ensure good and effective use of resources • To stay abreast of industry developments • To show commitment to equality and diversity and the maintenance of health and safety standards
-----------------------------------	--



<p>Skills, knowledge and experience</p>	<ul style="list-style-type: none"> • Experience in a management role, operating in a complex environment. • Strategic thinker with a leadership style that encourages staff participation in decision making. • Experience of leading, motivating and managing staff through change. • Experience of working creatively and collaboratively with senior editorial figures: demonstrates the ability to influence and persuade colleagues. • Proven ability to strategically plan and successfully present information concisely. • Proven ability to help set and deliver against objectives. • Excellent presentation skills • Excellent communication and inter-personal skills with a good understanding of campaign requirements • Excellent understanding the Get Inspired initiatives and deliverables. • Experience of working in a production environment which specialises in high pressure content creation. • Experience of overseeing digital content delivery across multiply platforms and social media. • Experience of digital development and working with Design & Engineering teams. • Ability to devise and encourage creativity amongst and stakeholder via brainstorming and data from audience research. • Proven ability to sell ideas, work collaboratively with different stakeholders, whilst maintaining trust and confidence. • Sound business and finance understanding at a senior level. • Able to suggest feasible options for maximising value. • Excellent communication and influencing skills. • Extensive knowledge of BBC Values, policies, procedures and guidelines, including Health & Safety and Editorial Guidelines. • Up-to-date knowledge of the BBC and the wider industry, particularly the government Sport strategy and BBC's strategy on listed events legislation. • Understanding of the wider fitness, exercise and participation marketplace • Understanding of BBC's compliance requirements (e.g. Health & Safety, Safeguarding Trust etc). • Experience of building a team and ability to work collaboratively • Excellent knowledge of BBC production processes and skills across all platforms. • Excellent knowledge of BBC Sport's output across multiple platform • Thorough understanding of the context of the BBC's position in the changing marketplace and Corporation's future direction. • Ability to apply sound judgement in the course of identifying and implementing the best possible production solutions, advising senior Sport staff accordingly • Experience of a fast-paced environment with the ability to adapt to changing circumstances and conflicting priorities • A thorough knowledge of the BBC's Producer Guidelines and the editorial considerations and values relating to output
--	---



<p>BBC BEHAVIOURS</p>	<p>Original thinking in the work that you do, always seeking to unlock creativity and bring new and unexplored ideas to life</p> <p>Continually seeking new ways to bring audiences and communities into the heart of your work</p> <p>Always open to new ideas and will connect with people inside and outside the BBC</p> <p>Responsibility for your decisions and actions, ensuring you are acting in the interests of the BBC, its values and the values of public service (as appropriate)</p> <p>A can-do attitude and a determination not to allow the first hurdle to be a barrier to your ideas, work or career</p>
<p>Competencies</p>	<p>Collaborating across boundaries – helps to connect people, ideas, processes and issues. Sharing resources, knowledge ideas and skills across the organisation, builds helpful, productive relationships across the organisation and beyond.</p> <p>Developing others – has the ability to recognise potential in junior staff and helps to creates & maintain a climate in which potential is supported and developed.</p> <p>Editorial Judgement - demonstrates balanced and objective judgement based on a thorough understanding of BBC editorial guidelines, target audience, programme and departmental objectives. Makes the right editorial decisions with guidance.</p> <p>Flexibility – able to adapt and work effectively with a variety of situations, individuals or groups. Able to understand and appreciate different and opposing perspectives on an issue, to adapt an approach as the requirements of a situation change.</p> <p>Imagination and Creative Thinking - able to help transform creative ideas into practical reality, with guidance and will look at existing situations and problems in novel ways. Will come up with creative solutions with manager guidance.</p> <p>Planning and organising - Prioritises and plans activities taking into account all the relevant issues and factors such as deadlines, staffing and resources, with line manager guidance at outset.</p> <p>Resilience - Determination not to allow the first hurdle, to be a barrier to your ideas & work & demonstrates commitment, motivation and energy at all times.</p> <p>Understanding Diversity - understands and appreciates the uniqueness of self and others. Demonstrates, and is committed to improving and understanding diversity. Able to articulate how individual differences can benefit the BBC.</p>

