

ROLE TITLE	Assistant Content Producer, BBC Children's Live Website		
CONTRACT	12 month fixed contract / attachment		
BBC GRADE	6	DATE MODIFIED	Oct 2017
REPORTS TO / LINE MANAGER	Content Producer & Senior Content Producer – BBC Children's		
DIVISION	BBC North		
DEPARTMENT	BBC Children's		
TEAM	BBC Children's Interactive Website Team		
DBS	This position is subject to a satisfactory DBS check		
LOCATION	MediaCityUK		
PURPOSE OF ROLE	<p>CBeebies and CBBC are committed to delighting, surprising and inspiring children across the UK. BBC Children's is a market leader for the 2-12 years age group and is dedicated to delivering high quality, diverse content, that helps extend the 'learning through play' philosophy for CBeebies and the 'laugh yourself smart' appear for CBBC. BBC Children's forward-looking approach marries the best of linear programming with highly engaging multi-media interactivity, which means you'll be working at the cutting edge of the media industry.</p> <p>BBC Children's interactive live website & apps team is looking for a flexible, creative and highly motivated Assistant Content Producer to join them. You will have the opportunity to develop a broad set of skills within a team which encourages innovation and is looking to push the boundaries, pioneering more integrated ways of working across different media.</p> <p>You will need to bring a fresh approach and new ideas to become a key member of our talented and diverse team. A genuine interest in developing integrated creative content for the parent, child and family audience is required, as well as proven experience in writing creative copy and the ability to work in different tone of voices for different audiences and platforms. You'll need a proven background in digital content and/or live site maintenance with a sound working knowledge of web platforms, apps, social media content, video production, multimedia production processes and (interactive) software, as well as experience of Photoshop and Content Management Systems in a professional capacity.</p>		

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SCOPE OF ROLE – KEY ACCOUNTABILITIES	<ol style="list-style-type: none"> 1. Working effectively as part of a strong and effective team, feeding into and delivering ideas, promoting and scheduling content and evolving working practices and processes. 2. Ensuring collaborative working relationships with interactive and multiplatform production areas, such as productions teams, presentation, social, marketing, short-form, scheduling, design and engineering and external agencies. 3. To produce original material, with a view to increase reach and retention – this could include: writing creative promotional copy in varying tones of voice for different audiences, taking high quality photos, manipulating and creating high standard promo assets, graphics, audio and video for the web, adhering to copyright restrictions and ensure compliance within the BBC requirements. 4. To plan and schedule work both in the short term and long term; to be able to prioritise work both for yourself and that of other team members such as Researchers. 5. To produce and schedule content within Content Management Systems (CMS), this may include being responsible for proofing your own and other's work and being responsible for publishing it. 6. To be able to create, track and deliver complex content or data to tight deadlines whilst maintaining the highest production standards and very close attention to detail. 7. To keep up to date with the latest industry developments in interactive services and broadcasting programming. 8. To ensure that BBC output reflects the diverse nature of our audiences. 9. To establish good contacts both in and outside the BBC to facilitate the flow of information relating to rights management, child protection, editorial policy. 10. To remain aware of the needs and interests of children within the age group you are responsible for from a safety and an editorial perspective. 		

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SKILLS, KNOWLEDGE & EXPERIENCE	<ol style="list-style-type: none"> 1. Able to generate compelling content ideas, which aim to drive reach and retention and are editorially feasible, around topical events, audience passions and Children's shows. 2. A genuine interest in developing integrated creative content for the parent, child and family audience as well as scheduling, curating and promoting content for audiences. 3. Proven experience in writing creative copy and captions as well as the ability to work in different tone of voices for different audiences and platforms. 4. Sound working knowledge of web platforms, social media, video production, multimedia production processes and (interactive) software. Ability to photo-edit, self shoot and knowledge of editing systems would be advantageous. Experience of web production tools such as Adobe Photoshop, Premiere, After Effects and Content Management Systems in a professional capacity. 5. A proven background in digital content and/or live site maintenance. 6. A knowledge of TV production processes and ability to communicate and work effectively with production teams both in-house and external would be advantageous. 7. Experience of managing, developing and training team members as and where necessary; ensuring that output meets the high standards of BBC Children's. 8. Ability to work effectively with on-screen talent and contributors. 9. Able to demonstrate a good knowledge of the parent, family and child audience and what appeals to them. 10. Strong editorial sense and an ability to develop content both produced in house and externally with a child and parent audience in mind. 11. Knowledge of the wider broadcasting industry, of contemporary developments and how they might affect the BBC. Up-to-date knowledge of emerging technologies and an appreciation of their potential application in a broadcasting context. 12. A good understanding of copyright issues relating to BBC activities. 13. Knowledge of BBC Interactive Guidelines and the Producers' Guidelines. 14. Knowledge of the child safety issues online, legal and data protection issues relating to children and young people. 15. Willingness to adapt to a rapidly changing environment and develop skills according to the changing need of the business. 		