

<b>Job title</b>	<b>Commercial Director (Production)</b>		
<b>Job family</b>	<b>CRBA</b>	<b>Band</b>	<b>SL</b>

<b>Division</b>	<b>BBC Studios Production - Factual</b>		
<b>Reports to (title)</b>	<b>Managing Director Factual</b>		
<b>Location base</b>	<b>London</b>		

<b>Job purpose</b>			
<p>This is a critical senior position in a production department of scale, focused on maximising commercial opportunity to deliver continued growth and revenue and build the BBC Studios Productions brand internationally.</p> <p>The Commercial and Business Development Director will develop and implement strategic plans to ensure that BBC Studios Productions’ Factual Department creates Intellectual Property and strikes key third party deals which maximise customer value and commercial return in a fast changing media environment.</p>			

<b>Job specific responsibilities and accountabilities</b>			
<p><b>Amends to the generic JD (at the bottom of this document) plus specific additional accountabilities and responsibilities</b></p> <p><b>Factual Production Specific Accountabilities</b></p> <ul style="list-style-type: none"> <li>• The Commercial and Business Development Director will develop and implement strategic plans to ensure Factual diversifies revenue streams, creates new routes to market and drives audience engagement through multiple touch points.</li> <li>• Maximise opportunities to grow revenues, increasing profit, driving innovation, upskilling genre teams, ensuring close partnerships with existing customers and building a roster of new customers for Factual Production</li> <li>• Understand and communicate the value of rights, plus experience of production budgeting and pricing, with recognition of the lifetime value of IP.</li> <li>• Working in partnership with the Managing Director, Heads of Genre and Director of Production to define and deliver the commercial strategy for Factual ensuring key commercial milestones are hit.</li> </ul> <p><b>Client Relationship Accountabilities</b></p> <ul style="list-style-type: none"> <li>• Maintain excellent relationships, and best practise, with our current customers as well as expanding our new portfolio.</li> <li>• Manage relationships with key partners, building strong relationships and deliver best possible long-term return</li> <li>• Attend international markets, visit key BBCS locations and broadcast partners in territory as required</li> <li>• Represent BBC Studios as an industry expert at appropriate internal/external press and conferences</li> </ul> <p><b>Internal Relationship Accountabilities</b></p> <ul style="list-style-type: none"> <li>• Responsible for engaging with all parts of the BBC Group as required and ensuring that the business area is represented where appropriate</li> <li>• Upskill other teams through the free flow of information and insight and a highly collaborative approach.</li> </ul>			

- Recruit, lead, motivate and develop the performance of direct reports, building a high calibre team who are empowered to deliver what is required.

### **Commercial and Business Development Accountabilities**

- Assess market opportunity ensuring appropriate awareness of new emerging opportunities.
- Develop customer plans and contribute to the development of a 5-year plan for Factual.
- Identify new business development opportunities in partner organisations, to deliver business growth plans.
- Create business cases for new opportunities, and manage the internal processes and information sharing with relevant internal stakeholders across Factual and pan BBC.
- Working in partnership with the Heads of Genre and Directors of Production to deliver the revenue and profit targets for the year
- Have oversight of all commercial activity in the genres, identifying improvements and efficiencies wherever possible
- Take the lead on the structure, negotiation and delivery of deals, securing the best possible terms for the business, balancing revenue, brand and partnership upsides, (including deals with key talent and IP owners, commissioners, co-producers, distributors)
- Identify and exploit the commercial value of IP and deliver maximum value creation by influencing the commercial health of the pipeline.
- Increase the lifetime value of BBC Studios Factual IP through the development of key business partnerships (including, digital platforms and OTT channels, publishers, and agents)
- Leading commercial growth of key franchises, working in partnership with Heads of Genre and key stakeholders across the business, building strong internal and external relationships to deliver best possible long-term return
- Always looking at the lifetime value of content, ensuring development funds are aligned with the value chain, and that deals done maximize return for BBC Studios.
- Act as the company's expert for the Factual business, keeping abreast of all relevant media companies and their senior management and decision makers understanding the business landscape and market trends in order to develop corporate reputation and exploit business development opportunities. Also to be aware of all forms of commercial funding available, advising on commercial potential, market trends etc.
- To identify and progress new business activity as markets develop.
- Ensure timely communication of the pipeline to relevant areas of BBC Studios

### **Key skills, knowledge and experience**

- Experience of partnering and influencing creative teams, driving change through use of data, market intel and your network of broadcaster contacts, including the key commissioners and buyers in the UK & US market. to inform the senior team of where value sits in the value chain.
- Strong experience of partnering with editorial teams in order to guide their development, drive change and to match the commercial strategy to the editorial strategy, across short and long term plans.
- Experience of working within a production business, in close partnership with senior editorial and production management, and of supporting those teams to negotiate the best deals with our key partners.
- Experience of new form and digital content exploitation, and an understanding of where value sits in digital innovation and where future opportunities can be maximised.
- Experience of working with and building strong relationships with key third party clients and partners including the streamers, with a particular emphasis on experience with global partners in the US, China and other territories – to include the likes of Netflix, National Geographic, Disney+, Discovery, Sky, Amazon, HBO Max & others.

- Experience of successfully pitching into and negotiating with US commissioner platforms and broadcasters and proven experience of working with US agents & UK & US talent on & offscreen
- Experience of working in a large and complex Production environment / business.
- Strong understanding of the changing market landscape, especially with the major streamers and emerging platforms such as Tik Tok, Facebook & Instagram.
- Strong networks and insight into key creative and production talent on & offscreen in the UK & US and experience of talent deal making for on & offscreen.
- Proven innovator in business development and deal making, pioneering new types of partnerships, deals and ways of working.

### **Generic Key responsibilities and accountabilities**

- Working in partnership with the Managing Director(s)/Genre Head(s) and Directors of Production to define and deliver the commercial strategy for the genre ensuring key milestones are hit.
- Develop strategies with Executive Producers to guide their development and agree the short and long-term plans for their areas and how these contribute to the overarching genre plans.
- Have oversight of all commercial activity in the genres, identifying improvements and efficiencies to process wherever possible
- Manage relationships with key partners, building strong relationships and deliver best possible long-term return
- Lead on the structure, negotiation and delivery of deals, securing the best possible terms for business, balancing revenue, brand and partnership upsides. These would include deals with key talent and IP owners, commissioners, co-producers, distributors, etc
- Identify and exploit the commercial value of IP and deliver maximum value creation by influencing the commercial health of the pipeline, identifying appropriate opportunities for development and ensuring an aligned approach to market opportunities.
- Drive commercial innovation, acquire new customers and sell additional products or services to existing ones; expanding and diversifying BBC Studios key clientele. Always looking at the lifetime value of content, ensuring development funds are aligned with the value chain, and that deals done maximize return for BBC Studios.
- Act as the company's expert for the business, keeping abreast of all relevant media companies and their senior management and decision makers understanding the business landscape and market trends in order to develop corporate reputation and exploit business development opportunities. Also to aware of all forms of commercial funding available, advising on commercial potential, market trends etc.
- To identify and progress new business activity as markets develop.
- Responsible for engaging with all parts of the BBC Group as required and ensuring that the business area is represented where appropriate
- Upskill other teams through the free flow of information and insight and a highly collaborative approach.
- Recruit, lead, motivate and develop the performance of direct reports, building a high calibre team with the skills and capabilities needed to deliver the required results
- Represent BBC Studios as an industry expert at appropriate internal/external press and conferences
- To lead or oversee negotiation of the most high profile, high risk or sensitive deals.

- Contribute to the wider development and leadership of the division, promoting and championing collaboration, creativity and diversity.

### Generic Knowledge, skills, training and experience

#### Essential

- As an expert in their field, provide professional leadership and act as a role model to their teams and colleagues
- A convincing influencer and persuasive communicator, able to establish effective and collaborative relations across BBC Studios departments, Public Service and external agencies/stakeholders where required.
- Possesses a strong understanding of the International Media sector and BBC competitors, and the relevant in-depth knowledge of current industry trends and issues relating to their functional area.
- A deep functional/technical expert with broad and comprehensive understanding of theories, systems and practices relevant to their functional area.
- Strong awareness of the way in which programmes are commissioned, financed and produced.
- Empowering of others
- A networker with existing relationships, gravitas and industry know how to both open the doors to big conversations and engage credibly with executive creative leaders.
- A collaborative style and someone who is comfortable dealing with ambiguity and working in a matrixed organisation with a significant amount of stakeholder management, and who can work well under pressure
- A mix of strong commercial skills, and creative instinct who can represent the world leading IP and storytelling capability BBC Studios
- A track record in sales, business development and creative deal making

### Job impact

#### Decision making

- Develop, adapt and execute departmental plans in line with strategic plans and direction from Senior Leaders.
- Provide direction through teams of managers and professionals (may or may not be direct line reports)
- Undertakes a wide range of activities factoring in multiple, diverse considerations, requiring complex analytics and decision making, interpretative thinking and a solutions-focused approach.

#### Scope

- In-depth knowledge of how own sub-function/sub-divisional area integrates within the function/division, including how processes and resources interact to help achieve functional/divisional targets and objectives

#### Strategic impact/Influence

- Manage on a day to day basis a portfolio of deals with multi-million value. Operate at a senior level and present deal opportunities at a board level.

#### Reporting structure

- Reports into a SL within their division.

## JOB DESCRIPTION



<b>Other information</b>	
<b>For Reward team use only</b>	
Job Code	
Definition:	Content Support

<b>Approval</b>	
<b>Manager</b>	Tom McDonald, Managing Director Factual
<b>HR Business Partner</b>	Diane Wood
<b>Date</b>	<b>11.02.2021</b>