

<b>Job title</b>	<b>Senior Journalist</b>		
<b>Job family</b>	<b>Journalism</b>	<b>Proposed band</b>	<b>D</b>

**Job purpose**

Responsible for an area of output, including editorial control, reporting, selection and compilation of material, production, leading teams and planning and implementing effective use of resources.

**Key responsibilities and accountabilities**

- Responsible for originating and producing stories which may include scripting, editing, outputting, filming and presenting content across a range of BBC output
- Commission and select relevant materials ensuring they meet expectations of our audiences and adhere to the BBC’s editorial
- May be required to undertake On-Air reporting, may be required to film and edit material for broadcast where appropriate.
- May include the production and presentation of programmes. This might be live or recorded
- May be required to present the content on radio, TV or on line. This might be live or recorded.
- As required, to allocate work to a team and check progress; ensure the professional contribution of staff and the quality of output
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- Seek ways to increase diversity in our workforce and to ensure that our output reflects the audiences we serve
- Deliver journalism of the highest standard and within the required timeframe using available resources
- To act as a facilitator of change, clearly communicating and sharing best practices are shared between teams
- Delivering to tight deadlines while maintaining the highest editorial standards.
- At all times to carry out duties in accordance with the BBC Health and Safety policy

**Knowledge, skills, training and experience**

**Essential**

- A thorough understanding of production methods used in BBC news and the ability to adapt to new media
- A high standard of editorial judgment, writing ability and production skills based on substantial broadcast journalism experience.
- Exploits opportunities offered by existing and emerging technologies to their fullest extent.
- Ability to work effectively as a member of more than one team. Resolving conflicts as necessary
- Ability to manage resources, staff, technical facilities and budgets, in order to make

- challenging broadcasting in the most cost effective manner.
- Demonstrates a commitment to improving diversity in the BBC and understands how individual differences can benefit the BBC
  - Prioritises and plans activities taking into account all the relevant issues and factors such as deadlines, staffing and resources
  - Ability to write creatively in an engaging manner, adapt, produce and translate with accuracy, clarity and style appropriate to differing audiences and forms of media suitable for multimedia output
  - The flexibility and adaptability to sustain performance, particularly under pressure to meet deadlines and changing priorities and circumstances
  - An understanding of Health & Safety procedures and how it applies to broadcasting

**Job impact**

**Decision making**

Significant level of responsibility. Exercises autonomy but seeks guidance where necessary. No formal management responsibility but may informally manage more Junior staff.

**Scope**

A senior journalist covering a wide range of journalism activity, with significant experience and responsibility for programme/content creation.

**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.*

**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>News Labs, Digital Development</b>
<b>Reports to (title)</b>	<b>Senior News Editor, News Labs</b>
<b>Location base</b>	<b>New Broadcasting House</b>

<b>Organisation structure</b>	
<b>Role reports into Editorial Lead, News Labs.</b>	

<b>Additional job specific responsibilities and accountabilities</b>
<ul style="list-style-type: none"> <li>• Strong writing skills, with a portfolio of professionally published content in bots</li> <li>• Substantial experience in agile software development in a variety of programming languages (eg: JavaScript, Rails and Python) and of successfully building APIs</li> <li>• Demonstrable success in building bots for media or consumer brands with audiences greater than 100,000 users</li> <li>• Proven record of inspiring executives, journalists and technical teams to adopt new technology and new ways of working</li> <li>• Demonstrable expertise in growing new audiences using automated content marketing and subscription tools (eg: Marketo, Hubspot or Infusionsoft)</li> </ul> <p>This is a chance for you to help shape innovation at the heart of BBC News.</p> <p>News Labs is a partnership between News and Design &amp; Engineering to drive innovation in news. We are a small team experimenting with new approaches to news and prototyping new tools. Our projects range from exploring the potential of smart speakers and Augmented Reality to speech to text technology and tools helping journalists to work in multiple languages.</p> <p>You will take the lead in our work devising and trialing conversational user interfaces and bots – both on and off BBC platforms. As part of a fast-paced and multi-skilled team, you will be expected to provide both top quality editorial content and code for our prototypes, as well as insight into user needs. This role will also require regular consultation and feedback with social media editor of BBC News.</p> <p>Please visit our blog to see some of the projects we have been working on:</p> <p><a href="http://bbcnewslabs.co.uk/projects/">http://bbcnewslabs.co.uk/projects/</a></p>

## KEY RESPONSIBILITIES

- To lead innovation in conversational interfaces and “bots”, developing an editorial and technical strategy for BBC News and co-ordinating a number of discreet on and off site editorial trials with bots aimed at encouraging participation with key under-served audience groups.
- Contribute significantly to the design & development of bots, including both coding and original editorial content.
- Seek out and monitor external innovations of interest to BBC News.
- Ensure appropriate engagement with internal and external stakeholders, particularly BBC News’ Social Media Editor.
- Help audiences understand stories and how the BBC assists them to make sense of the world
- Make a significant contribution to reaching the BBC’s audience targets through focus on audience acquisition and retention, making periodic recommendations to stakeholders.

## THE IDEAL CANDIDATE

### ESSENTIAL ATTRIBUTES:

- Strong writing skills, with a portfolio of professionally published content in bots.
- Substantial experience in agile software development in a variety of programming languages (eg: JavaScript, Rails and Python) and of successfully building APIs.
- Demonstrable success in building bots for media or consumer brands with audiences greater than 100,000 users.
- Proven record of inspiring executives, journalists and technical teams to adopt new technology and new ways of working.
- Demonstrable expertise in growing new audiences using automated content marketing and subscription tools (eg: Marketo, Hubspot or Infusionsoft).
- Understanding of content-marketing techniques such as audience segmentation, superconsumers, personalisation, as well as demonstrated proficiency with analytic tools.
- Experience in engaging younger audiences (ages 16-30).
- Experience launching new media technology or services, including setting suitable metrics to evaluate the value of conversational user interfaces.
- Self-starter, with a track record of meeting agreed goals, timelines and process to completion.

### Desirable:

- Knowledge of BBC News and its production tools
- Knowledge of the wider news industry
- Knowledge of ComScore/DAX.
- Understanding of existing bot tools, including their strengths and weaknesses for different uses
- Prior experience coordinating teams of journalists and technical staff, including internationally and remotely
- Experience of successfully pitching new businesses cases
- Experience of introducing new services without disrupting existing output.



<b>Approval</b>	
<b>Manager</b>	Robert McKenzie
<b>HR Business Partner</b>	Carole Smith
<b>Date</b>	<b>22/01/2018</b>