

**BRITISH BROADCASTING CORPORATION
WORLD SERVICE GROUP**

Job Description

Job title: Business Development Associate

Reports to: Business Development Manager, MENA

Division: **BBC News**

Grade: Local Terms & Conditions

Location: Dubai, UAE

Term: Continuing

Overall Purpose of the Job

Within the World Service Group, Business Development is responsible for securing, managing and developing the external media partnerships which deliver the majority of the BBC's audience reach around the world. Business Development represent the BBC offer in multiple languages across TV, radio and digital in a diverse range of advanced and developing media markets globally.

The team's priority is to increase the reach of BBC services outside the UK whilst also ensuring the BBC's reputation is protected and revenue is generated if and where appropriate. Where required and regulations allow, broadcast licenses and platform presence are also acquired for the BBC. The team has both an acquisition and selling role in multiple diverse markets often having to take into account the significant barriers and political sensitivities related to genres such as news.

Business Development also has a responsibility to actively inform editorial product development through partner feedback and the sharing of media market expertise.

As Business Development Associate you will work with the BBC's external partners to build productive relationships and help ensure that the audience can enjoy our services across a diverse range of outlets and platforms. You will support the implementation of the business development plan

You will work internally with multiple stakeholders and help prepare business cases and papers for the Business Development Committee and other internal boards. You will also love working in a team environment and making a contribution to projects across the business.

BBC News Arabic is enhancing its editorial offer to the Arab World. The job will support the editorial direction and will work to grow audiences by developing, maintaining and enhancing business development activities throughout MENA and other territories as required. Focusing primarily on BBC News Arabic language output but representing the wider BBC World Service – especially World Service English - you will seek out and secure digital content partnerships with established MENA players

as well as new and innovative 'start ups'. You will ensure any new and existing digital deals are optimised to deliver growth of BBC News Arabic audience reach as well as commercial return where relevant.

Key responsibilities and accountabilities

- Representing the BBC service to external partnerships and being a key ongoing point of liaison for partners in the required territories
- Working closely with BBC stakeholders including editorial, marketing, legal and audience insights to propose solutions that provide optimum routes to market for BBC service requirements
- Supporting 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 BD leadership as required
- Monitor partner performance against BBC requirements, proposing corrective action to BD leadership
- Develop media market knowledge and contribute to development of BBC distribution strategy across broadcast and IP, advising BD leadership
- Contributing to business cases for the Business Development Committee and other boards as required
- To maintain and manage appropriate information and finance systems, reporting periodically on performance against targets. Be responsible for market and partner updates in the CRM system.

Knowledge, skills, training and experience

Essential

- Relevant media market 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 – excellent Word, Excel, PowerPoint & specialist software packages
- Excellent command of the English and Arabic languages - speaking and writing

Desirable

1. Knowledge and understanding of BBC Commercial and Editorial Guidelines and the BBC's international strategy.
2. French language skills.

Competencies:

The following competencies (behaviours and characteristics) have been identified as key to success in the job. Successful candidates are expected to demonstrate these competencies.

1. Judgement - demonstrates balanced and objective judgement based on a thorough understanding of BBC Editorial Guidelines, target audience, content and department objectives. Makes the right decisions, taking account of conflicting views where necessary.
2. Decision Making – Is ready and able to take the initiative, originate action and be responsible for the consequences of the decision made.
3. Imagination / Creative Thinking – Is able to transform creative ideas/impulses into practical reality. Can look at existing situations and problems in novel ways and come up with creative solutions.
4. Planning and Organisation – Is able to think ahead in order to establish an efficient and appropriate course of action for self and others. Prioritises and plans activities taking into account all the relevant issues and factors such as deadlines, staffing and resources requirements.
5. Resilience – Can maintain personal effectiveness by managing own emotions in the face of pressure, setbacks or when dealing with provocative situations. Can demonstrate an approach to work that is characterised by commitment, motivation and energy.
6. Influencing and Persuading – Ability to present sound and well-reasoned arguments to convince others. Can draw from a range of strategies to persuade people in a way that results in agreement or behaviour change.
7. Communication – The ability to get one's message understood clearly by adopting a range of styles, tools and techniques appropriate to the audience and the nature of the information.
8. Change Management - Can understand and anticipate the need for change. Builds frameworks to plan and manage the continuous process of change.
9. Business Management – Is able to understand commercial imperatives and trading relationships, appropriately applies business principles in terms of costs, the market and added value.
10. Managing relationships – Able to build and maintain effective working relationships with a range of people.

11. Self-Development – Is able to identify and apply opportunities for learning and development.

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