

<b>Job title</b>	<b>Distribution Manager</b>		
<b>Job family</b>	<b>Distribution</b>	<b>Grade</b>	<b>9</b>

**Job purpose**

In BBC Distribution and Business Development, we ensure that the BBC’s public services are innovative, prominent and available to all, now and in the future. We need a highly motivated individual to join our team and play a leading role in the evolution of BBC services across broadcast, hybrid and IP platforms.

You will have well-developed knowledge in the field of linear and non-linear distribution. You will also have a strong interest in how audiences want to consume TV, Radio and online services and a desire to inspire change.

You will have an understanding of overall BBC strategic context, service requirements and business environment, and will use personal domain and commercial expertise to propose, establish and optimise how BBC services are delivered to our audiences. You will work with the BBC’s external partners to build productive relationships and ensure that the audience can enjoy our services across a diverse range of outlets and platforms.

Working with editorial and strategy colleagues, you will help to develop and demonstrate the art of the possible for BBC services, and contribute to BBC strategy as the journey towards an IP-centric future unfolds. You will be a key contributor to larger, complex projects and take responsibility for leading substantial projects of your own.

**Key responsibilities and accountabilities**

- Working closely with BBC stakeholders (e.g. TV, Radio, News) to propose solutions that provide optimum routes to market for BBC service requirements
- Scoping and management of projects to develop new and existing BBC services, directing the work of project team members across the BBC and partners, ensuring compliant and timely delivery
- Manage third parties and the BBC’s key partners to ensure current and future distribution needs are met. Support contract negotiations, identifying areas of opportunity and risk for the BBC, seeking and acting on legal advice as required
- Monitor partner performance against BBC requirements, proposing corrective action and providing appropriate communications to audiences and stakeholders
- A contributor to development of BBC distribution strategy across broadcast and IP, and a source of domain knowledge
- Contribute to briefings for senior managers and input to board papers, orally and in writing
- Develop personal domain expertise and build reputation within the BBC and externally, representing the BBC as required

**Knowledge, skills, training and experience**

**Essential**

- Degree or equivalent experience
- Extensive domain experience and track record of achievement in the media sector
- Thorough understanding of the content delivery landscape (broadcasting and IP) and the BBC’s position in it, and the strategic importance of the distribution business
- Good influencing and diplomatic skills, able to build trusting, productive relationships with senior level contacts inside and outside the organisation
- Strong persuasion and negotiation skills. Experience of influencing strategy at a senior level
- Good understanding and experience of legal terminology and contract principles, negotiation and practices
- Experience of working collaboratively with multidisciplinary teams across organisational boundaries, managing diverse stakeholder interests
- Project management skills and demonstrable 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
- Flexibility in dealing with different scenarios and people, and with skills to resolve conflict
- Able to influence by example and inspire appropriate behaviours amongst colleagues
- Ability to build and lead effective teams, and to ensure tasks are followed through to completion
- Excellent written and oral communication skills
- Computer literate - Word, Excel, PowerPoint & specialist software packages relevant to the activities of the role

**Job impact**

**Decision making**

- *The Distribution Manager reports to a Head of Distribution, or Controller, [ ]*
- *Decision-maker in respect of distribution of BBC services with implications for relationships with some of the BBC’s biggest partners and competitors, financial implications running into millions of pounds, and significant effects on the availability, prominence and innovation of BBC services*
- *The Distribution Manager will be expected to perform the role within the framework of the BBC’s leadership values and behaviours and inspire such behaviour in others*

**Scope**

*Finance: As above, responsible for contract spend running into millions of pounds, or for relationships of comparable significance in terms of their impact on BBC services*

*Line Management:* No line management responsibility, but plays an important role in inter-divisional formal groups and teams, and/or national or international advisory and decision-making bodies

*Ad-hoc Teams:* May be required to participate and lead ad-hoc teams both internal to the BBC and external Typical team size 5 – 10.

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

*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 – Distribution Manager (Carriage)**

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>Job title</b>	<b>Distribution Manager (Carriage)</b>
<b>Division</b>	<b>Design and Engineering</b>
<b>Reports to (title)</b>	<b>Head of Distribution (Carriage)</b>
<b>Location base</b>	<b>Broadcast Centre, London W12</b>

<b>Organisation structure</b>	

<b>Additional job specific responsibilities and accountabilities</b>
<ul style="list-style-type: none"> <li>• Manage external partner relationships including acting as account director.</li> <li>• Negotiate and close deals within these organisations for the carriage and syndication of BBC linear and non-linear services.</li> <li>• Lead the management of internal relationships (with content, technical and other areas) relating to syndication and carriage of BBC services.</li> <li>• Lead on coordination between product teams and one or more external relationships with BBC joint ventures – Digital UK, Freesat, Radio Player and YouView.</li> <li>• Identify opportunities for the BBC to partner with external companies. Direct potential partners to appropriate decision makers based on alignment with BBC’s goals and purposes.</li> <li>• Handle contracts and legal agreements such as syndication agreements, software licences, SDKs, identifying key areas of opportunity and risk for the BBC.</li> <li>• Provide reports and associated research (with suggested strategic direction) on specific companies and market sectors, using internal and external resources. Present such reports internally where necessary.</li> <li>• Maintain a key awareness of new opportunities and developments in the media, broadcast and new media sectors and highlight these to decision makers within BBC output divisions.</li> <li>• Build and maintain database of key contacts across the technology, media and telco sectors.</li> <li>• Establish and nurture relationships within UK new media industry for the purposes of informing BBC strategy and policies.</li> <li>• Manage and organize a key BBC decision-making meeting, maintaining good governance and communications. Lead on metadata carriage agreements with metadata aggregators, handling contracts and acting as an expert how BBC</li> </ul>

systems interact with external organisations.

Approval	
<b>Manager</b>	Name and job title
<b>HR Business Partner</b>	Name
<b>Date</b>	