

## **BBC WORLD SERVICE JOB SPECIFICATION**

<b>Designation:</b>	Editor, BBC Somali Service
<b>Division:</b>	World Service Group
<b>Reports to:</b>	Head of East Africa, BBC Africa
<b>Grade:</b>	Local terms & condition
<b>Location:</b>	Nairobi, Kenya
<b>Working pattern:</b>	Permanent

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Working with BBC Africa's senior management team, you will be responsible for the multimedia output for the BBC Somali Service, ensuring the highest possible editorial and production standards. The BBC Somali Service is among seven other language services which broadcast to Africa attracting a weekly audience of nearly 100 million across Radio, TV, Digital and Social Media.

You will be joining BBC Africa's management at a very exciting time when the BBC World Service is expanding its presence on the continent with the launch of six new language services, and an enhanced TV and digital offer. As part of this expansion the BBC Somali Service will soon be launching TV bulletins to be broadcast five days a week from London adding to an exciting portfolio of radio, digital and social media content.

As the Editor, you will provide creative leadership and vision, building on the BBC Somali Service strategy which ensures that the BBC World Service maximises its impact and potential in Africa, taking into account media conditions in the target areas and developments in audio, video, online and mobile platforms. To achieve this strategy you will lead and support a team of 30 passionate and committed journalists who are based in Nairobi, London, Somalia and the US ensuring that the service retains its pre-eminent position as the most trusted broadcaster in the Somali language.

### **MAIN DUTIES**

1. To provide strong editorial and managerial leadership for BBC Somali teams in Nairobi and London, ensuring that programmes conform with BBC Editorial Guidelines and that the needs of the audience are met.
2. To edit and coordinate the output of other BBC Africa Hub services as required, and help disseminate material and expertise to the wider BBC. This could involve leading hub editorial meetings, being on standby at weekends and over public holidays.
3. To assess and ensure the teams have capacity and skills-set necessary for professional and sustainable production of TV content – teams should have enough resilience to sustain the bulletins.
4. To maximise the opportunities for effective collaboration, multilingual working and commitment to digital production

5. Ensuring Risk Assessment forms are adequately completed for deployments to potentially high risk environments and fully liaising with High Risk and for sign off.
6. To manage and monitor the budget so as to meet financial targets set out in the Business Plan.
7. To maintain contacts with all agencies - in both the public and commercial sectors - which have a bearing on the BBC's effectiveness in the target area.
8. To liaise with the Business Development team ensuring there is effective communication and productive relationships with re-broadcasting partners.
9. To manage and monitor the budget.
10. To recruit, plan the training, supervise and motivate staff. To set objectives and appraise. To maintain the highest standards of work through briefings, playbacks, programme reviews and feedback. To manage challenging staffing issues with the support of the Head of East Africa Languages, BBC Africa if needed.
11. To develop senior talent within the Service capable of taking the editorial lead in the absence of the Editor.
12. To oversee the continuous development of relevant skillset and technology in the service.

#### **KNOWLEDGE, SKILLS AND EXPERIENCE**

- Sound editorial and political judgement.
- A full command and up to date knowledge of Somali (first or equivalent).
- Fluent in English, both in written and spoken form, to a fully broadcastable level and the ability to communicate effectively on all platforms.
- A track record of original current affairs journalism on multimedia platforms with an extensive knowledge of the Horn of Africa media landscape and its needs at a time of fast changing consumption habits by our audiences.
- In depth understand of international, regional and local news
- Should have an experience of managing a remote team too.
- Excellent broadcasting voice and appropriate presentation style to communicate effectively with the listeners.
- Significant recent experience as a broadcast or print journalist for the target area, both in originating ideas and material and in editing the work of others.
- Wide, thorough and up to date familiarity with the areas in Africa to which the service broadcasts and an in-depth understanding of the area's history, politics, social issues and culture as well as the changing needs of the audience.
- A thorough knowledge and understanding of news and current affairs in the target areas and a working knowledge of regions of Africa outside your target area. A thorough knowledge of, and interest in, international and British current affairs, as they affect the target areas.
- An extensive knowledge of the media situation in the target area and how it is developing. Ability to anticipate changes in the market and to plan and guide the service's output accordingly.

- Deep understanding of digital technology and the internet and real knowledge of the potential of new technology is essential.
- In depth knowledge of the BBC's distinctive news agenda and a wider interest in the strategy of the BBC as a whole.
- Ability to contribute to BBC World Service regional strategy and to function as an effective member of the BBC Africa Direction.
- Excellent team management and personal leadership skills, including the ability to identify strengths and weaknesses within the team and build on this constructively.
- Ability to adapt and work effectively with a variety of situations, individuals or groups.
- Experience of and confidence in managing budgets/resources effectively.
- Experience of and willingness to go on reporting trips, overseas postings or undertake special series.
- Good knowledge of the output of the BBC World Service and its aims and objectives.
- Has the personal characteristics to advocate the BBC Values and behaviours and provide the inspiration for staff commitment around these values.

## 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.*

- **Leadership** – Ability to create a vision and inspire others to realise it irrespective of circumstances. Can demonstrate experience or ability of leading teams and able to develop collaborative relationships with other parts of the BBC.
- **Editorial Judgement** - demonstrates balanced and objective judgement based on a thorough understanding of BBC editorial guidelines, target audience, programme and department objectives. Makes the right editorial decisions, taking account of conflicting views where necessary.
- **Strategic Thinking** – Can identify a vision along with the plans which need to be implemented to meet the end goal. Evaluates situations, decisions, issues, etc. in the short, medium and longer-term.
- **Analytical Thinking** – Able to simplify complex problems, processes or projects into component parts, explore and evaluate them systematically. Able to identify causal relationships, and construct frameworks, for problem-solving and/or development.
- **Decision Making** – Is ready and able to take the initiative, originate action and be responsible for the consequences of the decision made.
- **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.
- **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.

- **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.
- **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.
- **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.
- **Talent Management** – Is able to recognise potential (managerial, professional, artistic or otherwise) and is willing to foster the development of that potential. Creates a climate in which potential can be realised.
- **Change Management** - Can understand and anticipate the need for change. Builds frameworks to plan and manage the continuous process of change.
- **Business Management** – Is able to understand commercial imperatives and trading relationships, appropriately applies business principles in terms of costs, the market and added value.
- **Managing relationships** – Able to build and maintain effective working relationships with a range of people.
- **Self-Development** – Is able to identify and apply opportunities for learning and development.

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