

## **JOB DESCRIPTION**

<b>JOB TITLE</b>	Broadcast Journalist, Kalki Presents My Indian Life
<b>DEPARTMENT</b>	BBC World Service English
<b>REPORTS TO</b>	Editor of the WSE India Podcast project,
<b>LOCATION</b>	Delhi or Mumbai
<b>GRADE</b>	Local terms & conditions

### **CONTEXT**

BBC World Service is an international multimedia broadcaster, part of BBC News, delivering a wide range of language and regional services and working increasingly with other parts of BBC News to serve global audiences. It uses multiple platforms to reach its weekly audience of 320 million globally, including TV, digital platforms including social media – and podcasts - AM, FM, shortwave, digital satellite and cable channels.

### **JOB INTRODUCTION**

The first series of *Kalki Presents My Indian Life* made a significant impact, as the BBC World Service English's first bespoke podcast series aimed at the Indian market. It achieved good download/listen/view figures, attracted publicity across India and a very positive reaction on social media. This is an opportunity to help produce Season 2. Working with a senior producer, you will be taking on a key hands-on role, on the ground, producing the audio podcasts, accompanying video versions/output and live discussions at universities.

The two-person team will work with the presenter and report to an editor who will be based in the UK. They will therefore have to display a high degree of responsibility and responsiveness.

### **THE PODCAST**

The target audience for this podcast series is university students in India. Each episode tells the story of one amazing Indian, whose story has widespread and immediate appeal to young people in India. Their stories reflect issues which are very important to many members of our young audience – including sex, identity, discrimination, safety, individual opportunity, ambition and inspiration and mental health. The podcast is distributed on as many podcast platforms as possible and on social media. Each episode is between fifteen and twenty-five minutes. As well as the weekly story, the second season will also have an extra weekly feature, to be developed by the team. It is crucial that these podcasts continue the tone established in Season 1 – personal, informal, contemporary and light-touch – appropriate to this emerging format and the target audience.

### **THE LIVE EVENTS**

We aim to continue to hold a number of live recordings of the podcast at different universities around India. Most of these events will discuss topic discussed in the podcasts. They will be hosted by the podcast presenter and we hope some of the young people featured in the podcasts will feature as guests. The live episodes help to engage even further with our listeners.

## **ROLE RESPONSIBILITIES**

### **Podcasts:**

- To a key role in creating the structure, sound and feel of the podcasts
- To make a key contribution to establishing the right tone, language and feel to ensure it sounds right for the target audience.
- To take a key role in finding the ten amazing people whose stories will be featured in the podcasts and to decide who they will be.
- To take a key role in working out how the stories will be told.
- To take a key role in the recordings of the stories.
- To work closely with the SBJ and the presenter on the scripting of the podcasts and the structure and feel of the narrative.
- To make a key contribution to making the podcasts, with hands-on editing.
- To make a key contribution in creating and shaping the extra weekly feature.
- To help deliver the pilots of the first episode, well in advance of the launch date.
- To film video introductions to the YouTube versions of the podcasts
- To help shape social media output accompanying the podcasts
- To play an important role in helping to ensure that the first episode is delivered in plenty of time, to help with seeking plenty of advanced publicity before the launch.

### **Live Events:**

- To take a key role in shaping and organising live discussion events at universities around India, during the podcast run.
- To take the lead role in working with universities, the presenter, SBJ and other individuals and departments (internal and external) to arrange the events.
- To work closely with the language services to collaborate on the events.
- To work closely with any internal and/or external departments to ensure the smooth running of the events.

### **Overall:**

- To play an important role in ensuring that the podcasts and live events conform to the BBC's Editorial Guidelines.
- To contribute to the launch of season 2, helping with the publicity and social media campaigns.
- To work closely with the Senior Broadcast Journalist and the Editor on all of the above.
- To work closely and collaboratively with the language services.
- To work closely with the BBC World Service English Digital team.
- To work closely with the SBJ and Executive Editor to ensure that the project remains within budget.

## **THE IDEAL CANDIDATE** organizing

- Will have a passion for podcasting and storytelling
- Will be a self-starter with a huge amount of enthusiasm and ideas – who has plenty of experience of working to tight deadlines.
- Will have a track record of making fantastic radio/audio and of finding amazing stories.
- Will be keen and creative and experimental with audio.
- Will have experience of shooting and editing video
- Will have ample experience of working closely with a presenter and of leading a small team.
- Will have a good understanding of what our target audience wants to hear.

- It will also be a great bonus if the successful applicant has had experience of organising live events.
- Will have experience of being on-air, as producers of these podcasts might also take part on-air in the podcasts.

## SKILLS AND ABILITIES

- A proven ability to develop original stories and a track-record demonstrating an ability to find a breadth of stories across India.
- A creative approach to engaging the audience and skills in story-telling.
- Fluency in English.
- It will also be beneficial to speak other languages that are spoken in India.
- An understanding of the main production methods and audio technology and high radio/audio technical and operational skills.
- Willingness to work flexibly and travel at short notice.

## 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.*

- **Editorial Judgement** - demonstrates balanced and objective judgement based on a thorough understanding of BBC editorial guidelines, target audience, podcasts and BBC World Service English objectives. Makes the right editorial decisions, taking account of conflicting views where necessary.
- **Creative Thinking** - able to transform creative ideas into practical reality. Can look at existing situations and problems in novel ways and come up with creative solutions.
- **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.
- **Planning and organisation** - able to think ahead in order to establish and 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.
- **Communication** - able 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.
- **Influencing and persuading** - able 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.
- **Managing relationships and team working** - able to build and maintain effective working relationships with a range of people. Works co-operatively with others to be part of a team, as opposed to working separately or competitively.
- **Developing Others** - is able to recognise the potential and is willing to foster the development of that potential. Creates a climate in which potential can be realised.

- **Resilience** - manages personal effectiveness by managing emotions in the face of pressure, set backs or when dealing with provocative situations. Demonstrates an approach to work that is characterised by commitment, motivation and energy.
- **Flexibility** - adapts and works effectively with a variety of situations, individuals or groups. Able to understand and appreciate different and opposing perspectives on an issue, to adapt an approach as the requirements of a situation change, and to change or easily accept changes in one's own organisation or job requirements.

## **Package Description**

Grade 7

Five months attachment/contract

Based in Delhi or Mumbai

## **About the Company**

We don't focus simply on what we do – we also care how we do it. Our values and the way we behave are important to us. Please make sure you've read about our values and behaviours in the document attached below. You'll be asked questions relating to them as part of your application for this role.

The BBC is committed to building a culturally diverse workforce and therefore strongly encourages applications from underrepresented groups. We are committed to equality of opportunity and welcome applications from individuals, regardless of their background.