

Job title	Lead Presenter		
Job family	Journalism Presenters		

Job purpose

Presents live news or current affairs led programmes, reacting on air to breaking stories, being on air more than 80% of the time, introducing live events and prepared material and carrying out live interviews with those in the news.

Part of the journalistic team preparing the programme for broadcast.

They may be the sole presenter or work with a co-presenter.

They will typically be synonymous with the output they present which may bring tangible commercial value.

One of the following will apply:

- **Broadcasting on BBC World News which includes specialist content eg. Business**
- **Broadcasting to a distinct political entity, typically with its own elected assembly**
- **Broadcasting to a geographical region, outside of the UK**

Key responsibilities and accountabilities

- Has a developed presentation style that is fluent, engages the viewer / listener
- Adapts style for different subjects and different audiences.
- Observes BBC Editorial Guidelines always ensuring impartiality and balance
- Presents live and is able to adapt to unfolding stories while on air.
- Provides timely, expert and authoritative news coverage and analysis on news and events of interest to the audiences of the BBC.
- Interviews experts and those involved in the heart of stories. Interviews policy makers from international or UK organisations, holding them to account where relevant.
- Broadcasts in a manner which is, engaging, entertaining and readily understandable by a non-specialist audience, making complex issues accessible.
- Acts as an ambassador for the BBC to the audience concerned, being comfortable with policy makers, high profile people, and audiences.
- Generates ideas and stories; contributes to the creative treatment and production of an item or programme; provide clear treatments and proposals, ensuring consistency of content, quality and style.
- Takes journalistic accountability for content that they are involved in researching / producing / writing, whether or not they personally present that piece of work.
- Make the best use of new technologies – in particular developments in social media – in delivering our journalism to audiences. Sets an example in learning to operate new systems and adapting to different working methods.
- Liaise closely with other team members and with other departments in the BBC, to

ensure that output material is shared, duplication is avoided, and best practice is upheld.

- Build and maintain diverse contact lists; compile and share information with other members of the team.
- A systematic and organised approach to work, and the ability to meet tight deadlines with a minimum of supervision.
- At all times to carry out duties in accordance with the BBC Health and Safety policy.

Knowledge, skills, training and experience

Essential

- An experienced tried and trusted presenter who has proved their ability and built a relationship with the audience.
- A thorough understanding of production methods used in BBC News and the ability to adapt to new media
- Demonstrates balanced and objective judgement based on a thorough understanding of BBC Editorial guidelines, target audience, programme and department objectives
- Demonstrates excellence in the use of broadcast and computer based technology and stays up-to-date with developments in this field
- Strong team working and ability to build strong relationships with key people in other parts of the BBC
- Ability to convey story and programme ideas and to contribute fully to the planning process
- Demonstrates a commitment to improving diversity in the BBC and understands how individual differences can benefit the BBC
- 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

Able to react to changes during the transmission of a live programme. Might be the face/voice of the programme and strongly associated with BBC for that programme audience.

Can vary the content of an interview while on air. Able to work with very high profile guests while maintaining a very professional, calm and credible approach.

Able to instinctively know that editorial policies and standards are being complied to.

Scope

Likely to host programmes alone. Expected to conduct live or recorded interviews with guests in the studio or down the line, sometimes at short or with no notice

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.

Draft

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.

Division	
Reports to (title)	
Location base	

Organisation structure	

Additional job specific responsibilities and accountabilities
<ul style="list-style-type: none"> •

Approval	
Manager	Name and job title
HR Business Partner	Name
Date	