

## **BBC WORLD SERVICE JOB SPECIFICATION**

Job Title:	Broadcast Journalist (Multimedia)
Department:	BBC Korean Service, World Service
Location:	London
Grade:	7
Reports to:	BBC Korean Service Editor
Contract:	Continuing

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### **CONTEXT**

BBC World Service is an international multimedia broadcaster, delivering a wide range of language and regional services on radio, TV, online and social networks. It uses multiple platforms to reach its weekly audience of 320 million globally, including shortwave, AM, FM, digital satellite and cable channels.

This is a role with BBC News Korean, a digital and radio service, tasked with reporting on the Korean Peninsula, the neighbouring countries and Koreans around the world. The service's output delivers original stories across a range of topics, including science, technology, health, lifestyle, sport entertainment, culture, international politics and much more. Some of the best of BBC World Service's international content is also made available in the Korean language.

Applicants for all the roles in this new service must have first-hand experience in working in broadcast media relevant to either South or North Korean current affairs and excellent written and spoken language skills in the Korean language.

### **JOB PURPOSE**

- To originate, prepare, produce and present news stories, reports, packages, interviews, discussions, background analysis and features for radio and online outputs covering North Korea, current affairs in South Korea and the neighbouring countries.
- To report in text, audio and video from the field in a range of formats relevant to the output.
- To ensure that any output material for which the post holder is responsible meets the standards required by the BBC.
- To be able to use social media both in Korean and English to search for original news sources for reporting.
- To contribute to Asia Region's news agenda and planning as well as other BBC outputs including radio and television on request.
- Report to the Senior Broadcast Journalist/Editor Korean Service on a daily basis. Shift work will be required which could include early/late shifts, weekends and public holidays.

## **MAIN DUTIES**

1. To create original material for all multimedia output, including text stories, radio bulletins and video reports for bbckorean.com.
2. To create, produce and maintain Korean Service's radio, online and multimedia content, including making output interactive.
3. To be responsible for a moving story, amending and updating material to freshen a story. To be responsible for thinking through, and around, editorial problems, developing realistic alternative strategies and approaches.
4. To perform on radio and possibly also video, live or in recording sessions; either as Output Producer, News Presenter or as a participant in others' productions including to the wider BBC community in English.
5. To conduct interviews either in the studio or on location, live or pre-recorded.
6. To be responsible for studio production of live and pre-recorded programmes. To respond to breaking stories whilst on air and to resolve technical difficulties.
7. To ensure that BBC Editorial principles and all relevant legal, contractual and copyright requirements are met, referring upwards in cases of difficulty or doubt.
8. To build and maintain links with other areas of the BBC, including BBC World Service Radio, News Online and World TV, to enable the efficient production of content.
9. To monitor the use and inspire the growth of the Korean website, constantly identifying areas for expansion.
10. All producers may be required to travel off base on short reporting trips and assignments and to spend longer periods of time in the target area.

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

- A full command and up to date knowledge of written and spoken Korean as first (or equivalent) language with considerable understanding of regional accents and vocabulary.
- An excellent broadcasting voice and strong reporting skills with the ability to perform with flair.
- Demonstrable knowledge of North Korean affairs is essential.
- Sound understanding of international news and current affairs for Northeast Asia and the Far East (China, North and South Korea, Japan, and Russia).
- Complete comprehension of written and spoken English and the ability to communicate effectively in this language.
- Substantial, recent and relevant full-time experience as a journalist, both in originating material and editing the work of others.
- Strong video and graphic skills (familiar with FCP, After Effects, Photoshop) and video editing experience in a fast-paced environment.
- Good social media skills and experience of engaging with popular Korean social media platforms accounts (Kakao, Line, Naver, FB, instagram)
- Substantial experience of writing news articles in Korean.

- Ability to write, adapt and translate with accuracy, clarity and style appropriate to differing audiences and forms of media, suitable for multimedia output.
- A demonstrable interest in working in a multimedia environment and in encouraging audience involvement. A demonstrable interest in online and how to exploit it for the BBC's purposes.
- Experience of reporting in the field on international and/or Korean-speaking political and economic issues. Able to demonstrate a good range of.
- Good keyboard/computer skills and the ability to acquire technical skills and to operate technical equipment. Practical experience and extensive knowledge of the Internet and an understanding of the potential of new technology is essential.
- Wide and up to date familiarity with the target area and an in-depth understanding of its history, politics, social issues and culture as well as the changing needs of the audience.
- Good keyboard/computer skills and the ability to acquire technical skills and to operate technical equipment.

## 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, programme and department objectives. Makes the right editorial decisions, taking account of conflicting views where necessary.
- **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.
- **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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