

# **Position Specification**

BBC  
Group Director of Corporate Affairs

## Our Client

The British Broadcasting Corporation is the world's leading public service broadcaster and occupies a special place in the cultural life of the UK. The BBC's mission is defined by Royal Charter: to act in the public interest, serving all audiences through the provision of impartial, high-quality and distinctive output and services which inform, educate and entertain.

### It does this by delivering five public purposes:

1. To provide impartial news and information to help people understand and engage with the world around them;
2. To support learning for people of all ages;
3. To show the most creative, highest quality and distinctive output and services;
4. To reflect, represent and serve the diverse communities of all the United Kingdom's nations and regions and, in doing so, support the creative economy across the United Kingdom;
5. To reflect the United Kingdom, its culture and values to the world.

The BBC is independent in all matters concerning the fulfilment of its mission and the promotion of the public purposes. It is funded primarily by the licence fee and seeks to deliver distinctive content that serves all audiences. It does this through:

- A portfolio of television services, including the UK's most popular channel BBC One, the 24-hour News Channel, acclaimed channels for Children and the young-audience service BBC Three, as well as national and regional television programmes and services across England, Northern Ireland, Scotland and Wales;
- Ten UK-wide radio networks, providing the best live music and speech broadcasting in the UK, catering to all audiences;
- Two national radio services in each of Northern Ireland, Scotland and Wales, catering to both English and indigenous language audiences, as well as 39 local radio stations across England and the Channel Islands, all of which provide a unique and local service to listeners;
- Award-winning and industry-defining digital products including iPlayer, BBC Sounds, apps for News, Sport and Weather, Children's online services, as well as a vast digital archive; and
- By providing trusted and impartial news for audiences across the world, delivered through the BBC World Service on television, radio and online in more than 40 languages.

In addition to this, the BBC's Commercial operations – including the producer and distributor BBC Studios, the BBC's Global News Channel and the Studioworks production services business – generate additional revenue for investment in new programming and services for UK audiences.

The BBC has an annual income of c.£5bn, made up of licence fee and commercial revenues. It employs over 20,000 people and has bases across the UK and in 59 countries globally.

In June 2020, Tim Davie was appointed Director General of the BBC.

## The Role

The Group Director of Corporate Affairs is responsible for developing and overseeing the BBC's corporate and public affairs strategy, including: all aspects of government relations (UK and devolved administrations); stakeholder relations (UK and internationally); the regulatory relationship with Ofcom and other regulatory bodies; and all media and external communication at the BBC. The role will report into Director-General, Tim Davie, and be a key member of his streamlined top team leading the BBC; it will be a member of the BBC Executive Committee. This is a new role, and the existing functions of Communications and Corporate Affairs and Policy will report into it.

This is a crucial time for the BBC as it faces an increasingly competitive landscape. Its mission to provide a universal service for audiences across the whole of the UK is challenged by new technologies and audience behaviour. At the same time, scrutiny of the Corporation – from government, parliaments, regulators and stakeholders – is increasing. The BBC needs to be able to respond confidently to that scrutiny and engage stakeholders with its vision for the future of public service broadcasting. The BBC will also have its funding reviewed by the UK Government in 2022 ahead of a wider review of its Royal Charter in 2027. The Corporation is looking for someone to lead its engagement with stakeholders, parliamentarians and public representatives, and to make the case for a BBC that serves everyone across the whole of the UK.

This role will oversee the BBC's day-to-day relationships and dialogue with the UK Government, devolved administrations, regulators and other stakeholders across the cultural, media and political landscape. It will also oversee the Corporation's external communications strategy. The role requires an individual who believes in the BBC's mission and public purposes, and will best represent it across a very broad stakeholder base. The role will be substantially focused on engagement outside the BBC but will also play a key role, as a member of the Executive Committee, in communicating with staff and internal stakeholders.

### ***Key aspects of the role will be to:***

- Develop and oversee the BBC's corporate and public affairs strategy.
- Provide leadership across the BBC on a broad range of matters including long-term policy and communications strategy.
- Be a trusted advisor to the Director-General, executive team and the BBC Board.
- Oversee the BBC's corporate communications and press strategy across all media.
- Support the Communications Director to manage the external profile of the BBC, including regular dialogue with key influencers.
- Support the Policy Director in managing all legislative, regulatory and public policy positions for the BBC, and engagement with regulators.
- Communicate the BBC's position on industry issues with governments, parliaments, regulators and the media.
- Oversee government relationships and public policy influencing, including in Whitehall and the devolved administrations and across Europe.
- Responsible for the BBC's engagement with members of the UK's parliaments and assemblies, including how the Corporation responds to their requests for information.
- Build on existing relationships with key stakeholders and organisations in the media industry, within the UK and overseas.
- Lead on reputational support for the BBC, including in crisis management.
- Play a key advocacy role, speaking on behalf of the BBC across industry forums and events.

- Build on existing relationships with key stakeholders, news organizations, charities and trusts and work with colleagues across the BBC to identify new industry partners in the UK and overseas.

### Candidate Profile

The BBC is seeking to hire an exceptional individual who will deliver against this immense challenge. As a member of the BBC's Executive Committee they will play a critical role establishing the Corporation's future direction and positioning in the eyes of the public and the policy-makers.

This role is about maximising impact and requires an outstanding understanding and experience of navigating the UK's political and media landscapes. The successful candidate will be able to craft a clear strategy and narrative for stakeholders and audiences alike. With a background in public affairs and policy as well as media relations, the successful candidate will be an excellent communicator, capable of synthesising the complex into the simple.

It is imperative for this person to be committed to public service broadcasting. The successful candidate will believe in the BBC's mission and public purposes and will be expected to contribute to the overall strategic direction of the Corporation.

The successful candidate will bring a robust and current network that spans government, the media as well as regulators. Notwithstanding these strong networks and connections, they will not be perceived as being partisan. Stylistically they will be high impact, generous of spirit and someone others want to spend time with and listen to. Bright and energetic they will intrinsically look outwards with a finger on the pulse of both the national as well as the global media landscape.

#### *The successful candidate will bring the following experience:*

- Understands the values underpinning the BBC – must fundamentally understand the mission and public purposes underpinning the BBC and its role within the UK and its constituent nations.
- Highly developed communication and interpersonal skills with the ability to influence and persuade through personal credibility, integrity and professionalism. Ability to build and maintain relationships with a wide range of people.
- A good understanding of the media sector and the BBC's external competitive landscape, including an understanding of economic/commercial/political issues affecting the BBC and the wider industry, equipping this person to contribute to long term objectives and strategies with major impact on the function as well as the BBC as a whole.
- Adept at managing numerous, diverse senior and executive level stakeholders, able to undertake significant change and project management activities with wide-ranging BBC impact, often operating under tight timescales and managing numerous competing priorities.
- Highly developed advocacy and presentation skills
- Good understanding of the BBC's Editorial ambitions and standards

#### *As a leader, the successful candidate will demonstrate the following:*

- **Strategic thinking**, with the credibility to oversee the evolution of the Corporation's strategy.
- Excellent **stakeholder engagement** skills, with the credibility and gravitas to engage with and convene a wide range of external stakeholders, e.g. politicians, regulators and media.

- Exemplary **communication skills**: able to influence and negotiate with senior stakeholders across the BBC, and external stakeholders.
- A natural **collaborator and convener**, this person will bring empathy and a positive energy that will enable them to influence and relate at all levels.
- **Resilience**: will thrive under legitimate and constant public and political scrutiny.
- **Commercial and strategic acumen**: will have a good understanding of the evolving economics of creative production, distribution and exploitation.
- The highest levels of **integrity** and discretion; will uphold and role model the BBC's values.

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**Contact****Kate Walsh**

Russell Reynolds Associates  
Almack House, 28 King Street  
London, SW1Y 6QW  
Direct: +44-20-7830-8075  
Mobile: +44-7525-143-536  
kate.walsh@russellreynolds.com

**Rhys Grossman**

Russell Reynolds Associates  
Almack House, 28 King Street  
London, SW1Y 6QW  
Direct: +44-20-7830-8041  
Mobile: +44-77-7168-0922  
rhys.grossman@russellreynolds.com

**Helen Lam**

Russell Reynolds Associates  
Almack House, 28 King Street  
London, SW1Y 6QW  
Direct: +44-20-7867-8072  
Mobile: +44-7796-260-876  
helen.lam@russellreynolds.com