

<b>Job title</b>	<b>Policy Advisor</b>		
<b>Job family</b>	<b>Policy &amp; Strategy</b>	<b>Band</b>	<b>D</b>

<b>Job purpose</b>
<p>Be a key member of the Public Policy team in developing and delivering the BBC’s policy objectives primarily in the UK, and in promoting the BBC’s interests.</p> <p>As part of project work, manage relationships with stakeholders in other teams across the BBC and in relevant external bodies (above all governmental but also regulatory and industry).</p>

<b>Key skills and accountabilities</b>
<ul style="list-style-type: none"> <li>• Contributing towards the BBC’s policy response to the Government’s policy agenda</li> <li>• Playing a key role in monitoring and analysing the wider UK political and regulatory environment as it relates to BBC</li> <li>• Preparing policy briefings and BBC responses to reports from industry regulators and Parliament</li> <li>• Proactively developing BBC policy positions in areas in relation to the regulation, funding and policy support for the UK media sector</li> <li>• Contributing towards the advocacy of BBC policy positions through engagement with policymakers in Government, and at times regulators, think-tanks and industry</li> <li>• Providing day-to-day policy advice on issues to relevant divisions of the BBC (eg. BBC News)</li> <li>• Participating in project teams within Policy and the wider BBC on issues of major policy or strategic importance</li> <li>• Contribute towards the good functioning and coherence of the Public Policy team through collaborative and open teamwork</li> </ul>

<b>Knowledge, skills, training and experience</b>
<p><b>Essential</b></p> <ul style="list-style-type: none"> <li>• Significant experience of work in a similar or related field within industry, the government or regulatory sector, or a professional consultancy.</li> <li>• Proven research and writing skills, strong analytical approach, and good professional judgement.</li> <li>• Experience of or willingness to train in project management techniques.</li> <li>• A strong interest in and understanding of social, economic and regulatory issues affecting the Technology, Media and Telecommunications (TMT) sector.</li> <li>• An understanding of Public Policy and the process of policy formation in the UK. Knowledge of the regulatory framework within which broadcasters, and particularly the BBC, operate would be a distinct advantage.</li> <li>• Experience analysing evidence/data, international media markets and strategic trends in the TMT sector.</li> <li>• Educated to degree level or equivalent, preferably in economic, politics or political science.</li> </ul>

## JOB DESCRIPTION



<b>Job impact</b>	
Financial: n/a	
Reports: No direct reports	

<b>Other information</b>	
<b>For Reward team use only</b>	
Job Code	
Definition:	Content / Content Support / Support

*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.*

**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.

<b>Division</b>	<b>Managing Director Group</b>
<b>Reports to (title)</b>	<b>Head of Policy, Regulatory</b>
<b>Location base</b>	<b>London</b>

<b>Organisation structure</b>	
The Director of Policy is a member of the BBC’s Executive Committee. The Policy team is a department within the Managing Director Group.	

<b>Competencies</b>
<p><b>Strategic thinking</b> – able to identify a vision along with the plans which need to be implemented to meet the end goal, evaluating situations, decisions and issues in the short, medium and long term.</p> <p><b>Analytical thinking</b> - able to simplify complex problems, processes or projects into component parts explore and evaluate them systematically.</p> <p><b>Creative Thinking</b> - able to transform creative ideas into practical reality. Can look at existing situations and problems in novel ways and come up with creative solutions.</p> <p><b>Collaborating across boundaries</b> – challenges systems, processes and people that block collaboration, connects people, ideas, processes and issues, sets an example by sharing resources, knowledge ideas and skills across the organisation, builds helpful, productive relationships across the organisation.</p> <p><b>Planning and organising</b> - 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.</p> <p><b>Communication</b> - 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.</p> <p><b>Influencing and persuading</b> - 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.</p> <p><b>Managing relationships and team working</b> - 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.</p> <p><b>Resilience</b> - manages personal effectiveness by managing emotions in the face of pressure, set backs or when dealing with provocative situations. Demonstrates an approach to work</p>

that is characterised by commitment, motivation and energy.

<b>Approval</b>	
<b>Manager</b>	Name and job title
<b>HR Business Partner</b>	Name
<b>Date</b>	