

Job title	Senior Content Producer		
Job family	Content Production	Band	D

Job purpose

The Senior Content Producer will lead and inspire a team to develop and deliver multiplatform content, ensuring that it achieves the highest creative and editorial standards, delivers on time and on budget, with adherence to BBC guidelines.

Key responsibilities and accountabilities

- To produce and originate distinctive multiplatform content.
- To work effectively with other departments, suppliers & partners (internal & external) ensuring the BBC maintains excellent relationships throughout.
- Lead, motivate and support a team, ensuring that the editorial vision is communicated and understood from planning through to delivery
- Responsibility for project management appropriate to the given discipline
- Construction of a full production schedule and budget in conjunction with Production Management and others.
- To ensure content reflects our diverse audiences.
- Deputising where appropriate for senior team members, and contributing towards the team strategy
- To keep up to date with emerging industry trends.
- Where relevant, liaise with Rights teams and contract negotiators and ensure copyright and contracts adhere to BBC regulations.
- Develop and manage positive working relationships with staff, contributors and talent and be able to give constructive feedback.
- Contribute to the development and implementation of the department’s strategy and policy.
- Seek improvements in content production to develop further efficiencies in working practices.
- May present programmes on radio, TV or other media. Presenting duties will be additional to your normal role and will never be as much as 80% of your role.
- Accountable for the compliance and content delivery of output, acting within BBC Editorial, Legal, Child Protection, and Health & Safety guidelines.
- Accountable for approving Health and Safety, as well as insurance documentation when working with Indies and In-house productions.

Knowledge, skills, training and experience

Essential

- A thorough knowledge of BBC editorial guidelines and other compliance policies, or has the desire to glean this knowledge quickly.
- Understanding of the importance of the BBC's values in accuracy and impartiality.
- A passion for and a great understanding of the area in which the role operates.
- Strong track record in the area in which the role operates with a wide ranging knowledge of production processes.
- Significant experience in producing and delivering multiplatform productions.
- Proven experience of the latest production techniques and technologies.
- Excellent editorial judgement and knowledge of the target audience, their needs and expectations

- Experience of influencing, negotiating and communicating effectively both internally and with external agencies/partners.
- Ability to establish effective short and long term relationships with a wide range of people, talent, partners and agencies.
- Highly developed planning and organising skills. Ability to manage several areas of work at one time, prioritising, delivering consistently to deadlines and reacting positively to changes and conflicting priorities.
- Sound editorial judgement and a thorough knowledge of editorial and legal guidelines.
- Proven experience of taking ideas from concept to finished product whilst driving forward creativity.
- Able to lead the team to develop creative ideas which engage diverse audiences in a demanding creative environment
- Experience of managing and motivating a team, and actively managing team performance, including talent.
- Able to communicate and contribute to the department strategy as required.
- An up to date knowledge of the BBC's diverse audiences and their needs and expectations and use this to shape creative and engagement output.
- Has the ability to consider a range of problems and uses own judgement to apply effective, time critical solutions.
- Experience and knowledge of managing financial budgets and production schedules.

Job impact

Decision making

The Senior Content Producer may report to various roles, depending on the area of which they are working in, but can range from a Series Producer & Executive Producer to a Head of department.

Scope

Senior Content Producers have overall control on every aspect of a production. They bring together and approve the whole production team. Their key responsibility is to create an environment where the talents of the contributors and crew can flourish. Producers are accountable for the success of the finished production and will steer the production from beginning to completion and beyond.

Other information

For Reward team use only

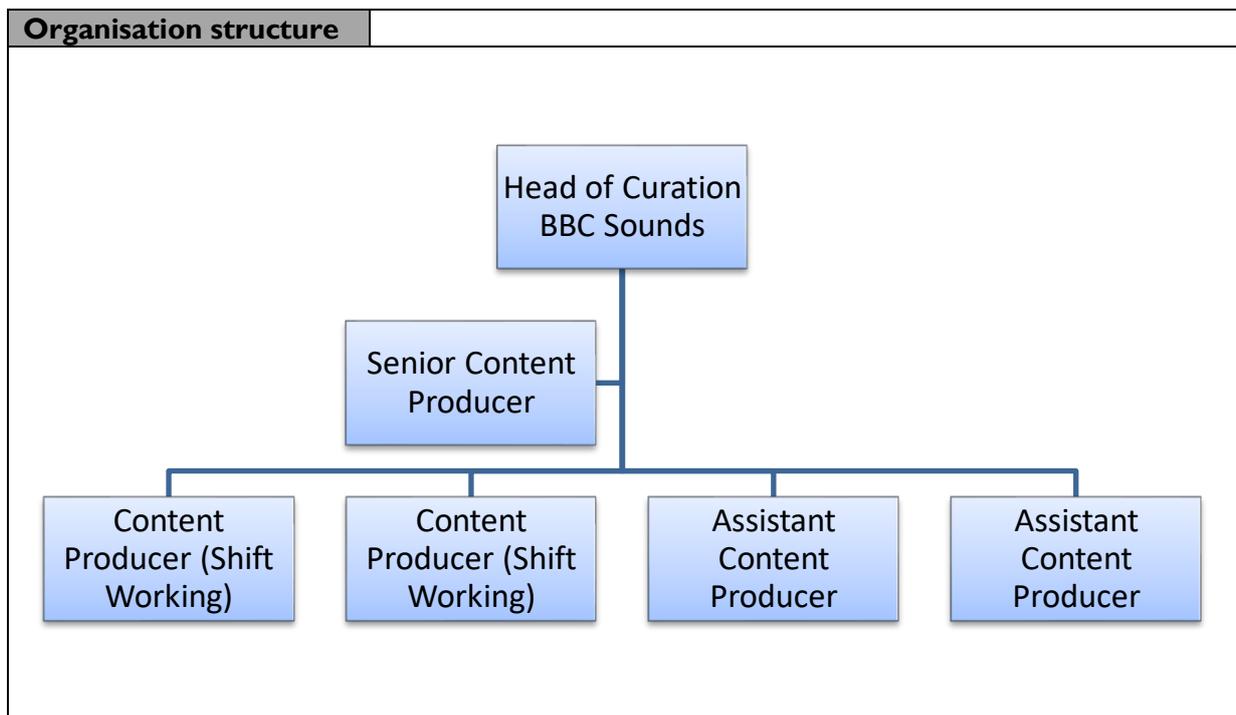
Job Code	
Definition:	Content

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.

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	Radio & Education
Reports to (title)	Head of Curation, BBC Sounds (Executive Editor)
Location base	Salford



Additional job specific responsibilities and accountabilities

Job Purpose:

To assist and deputise for the Head of Curation BBC Sounds to surface and showcase the most compelling audio content on BBC Sounds. To work alongside content makers, Marketing, Comms and Discovery to help grow younger new and emerging audiences.

Working alongside the Head of Curation to create, communicate, distribute and implement the BBC Sounds curation plans. To work in collaboration with the Content Strategy Manager to ensure quotas are met. To build relationships with content makers and various stakeholders to source and surface the right content to relevant audiences. To work with editorial and digital product teams to define how content is presented to audiences.

This role may be required to be on call out of hours.

Responsibilities:

- To deputise for Head of Curation when necessary.
To line manage a team of four initially
- To work with Commissioners to release and promote content at the right time to the right audiences.

- To work alongside the Controller of BBC Sounds, Content Strategy Manager, Head of Discovery, Head of Marketing, Head of Comms to set the seasonal plans and editorial priorities
To work with the Head of Curation to create and communicate the BBC Sounds content release plans
- To build relationships with key stakeholders across the business to source relevant content when appropriate
- To clearly communicate and defend decisions when necessary to a variety of stakeholders
- To ensure our content is reflective of audience mood and need states and reacting to topical situations.
- To understand audience needs states and how to meet them with on-demand audio
- To interpret audience insights and analytics to inform editorial decisions
- To make editorial judgements informed by BBC, R&E and Sounds objectives.
- To ensure there is sufficient content across various genres to promote and surface at any one time
- To balance the priorities daily, weekly and fortnightly.
- To work with the Head of Curation to maintain Disaster Recovery and Business Continuity Plans
- To re-prioritise content in light of breaking news stories, out of hours if necessary.
- To liaise with Content Makers, Social Teams, Marketing, Publicity and Media Planning to ensure accurate and synchronised communication to audiences.
- To ensure confidentiality around new and developing titles.
- To be across competitor titles, platforms and industry trends and the wider marketplace.

Skills & Experience:

- Managerial experience essential
- Excellent communication skills
- Excellent organisation skills and the ability to prioritise effectively in a fast moving environment.
- Curation or Scheduling experience would be beneficial
- Background in journalism or editorial production desirable
- Experience using data analytics tools and interpreting statistics
- Experience of delivering in a pressurised environment
- Understanding of the audio industry and a love of audio content
- A strong editorial background (e.g. experience of commissioning, producing or editing content)
- Knowledge of speech genres for live radio and podcasts
- Understanding of digital platforms and products across the worldwide marketplace, particularly in audio.
- A depth of knowledge in digital products and a understanding of the competitive landscape in audio.
- Understanding of algorithmic recommendations and other forms of personalised content
- Ability to work collaboratively is essential, with both internal and external stakeholders, and the ability to manage stakeholders with competing priorities and strong opinions
- Exceptional people skills –an ability to flex communication style in order to get the best out of a wide audience of experts in the fields of commissioning, curation and marketing
- Ideally, experience of aggregating content from a wide range of disparate sources to create an experience for audiences that they value and return to regularly



Approval	
Manager	Head of Curation, BBC Sounds
HR Business Partner	Name
Date	March 2020