

Job title	Director of Production (Senior Head of Content Management)		
Job family	Production Management	Grade	

Job purpose
 Working with the Managing Director to define and deliver the business and commercial strategy for the business area, leading the production and business teams to ensure maximum value creation, ensuring the health of the pipeline, appropriate investment in development, an aligned approach to market opportunities and careful delivery of titles won. As a senior leader for the Genre, driving new business from both the BBC and the broader market, ensuring margins are met whilst quality is maintained.

Key responsibilities and accountabilities

Delivery of commercial and business strategy

- Line management of genre commercial function
- Development and implementation of commercial, operational and financial plans for the business area and the long-term content strategy across all platforms, highlighting, balancing and mitigating areas of risk.
- Responsible for monitoring and reporting on performance against objectives and key performance indicators.
- Manage and reduce overheads where possible.
- Management and oversight of business support services, to ensure the genre prioritizes budgeting, contracting and commercial capability in line with business need.
- Deliver margins whilst ensuring continued commitment to creative excellence and quality.
- Driving efficient and effective deployment of approved technologies on productions.
- Responsible for engaging with all parts of the BBC Group as required and ensuring that the business area is represented where appropriate, in terms of technology projects for example, and championing the rationale for those.
- To ensure the smooth deployment and adoption of production related technology to deliver efficiency and effectiveness to the business area.
- Leading strategic business planning and supporting the securing of commercial business from all broadcasters and commissioning partners.
- Working with commercial and business affairs teams across BBC Studios and within the Genre to ensure maximum value is extracted from IP.
- Have oversight of all commercial and RBA activity in the genre, identifying improvements or efficiencies to processes wherever possible.

People Management

- Creating and maintaining a genre culture that enables staff to produce their best work
- Make ‘people management’ a key priority for leaders, with two way feedback, managed career progression, and meaningful appraisal processes..
- Ensure successors are identified or plans are in place for critical roles across the business area.
- As a senior leader for BBC Studios, live the values of the company and contribute to the overall direction – creatively and managerially – of the genre and wider company;
- Be a role model for diversity encouraging a collaborative, equitable and open culture where everyone has equal opportunities.
- Ensures adequate training, development and performance management arrangements are in place in line with BBC guidelines and policies.

Shape and plan productions

- Line management of Heads of Production and other senior Production roles.
- Drive pan-genre synergies and efficiencies for the production process to enable savings and faster ways of working.
- Ensure commissioning requirements are fully understood in order to develop viable proposals.
- Accountable for ensuring the price of each commission is agreed with commissioners and that complete delivery is feasible within the proposed timeframe and budget.
- Accountable for the green light process for all of the Business Area’s productions regardless of platform, authorising the start of productions, ensuring resources and editorial aspirations are aligned.
- Work closely with colleagues to identify opportunities for commercial exploitation at an early stage and ensure the requirements of commercial investors are achievable. Accountable for highlighting any public service issues relating to commercial exploitation of content.
- Responsible for planning and managing capacity (resources and people) in line with strategic objectives and commissions won from all clients.
- Always looking at the lifetime value of content, ensuring development funds are aligned with the value chain, and that deals done maximize return for BBC Studios.

Manage and deliver productions

- Accountable for ensuring an understanding of - and compliance with – BBC Studios policies, guidelines, legislative and regulatory requirements (with particular emphasis on Health & Safety and Editorial Policy) in order to minimise the BBC’s exposure to risk.
- Accountable for ensuring production teams understand the vital importance of acquiring all necessary rights in a timely manner to enable BBC Studios and commercial partners to produce, broadcast and otherwise exploit its content.
- Work with CRBA teams in negotiations for on-air talent and key contributors where necessary.
- Oversee the base footprint of the Genre and identify cost saving initiatives wherever possible.
- Lead on BBC Studios production sustainability initiatives where they relate to production management in the Genre, and support their implementation across the business area.
- Accountable for delivering demonstrable value for money through effective management of people and resources.

Plan and manage finances within Business Area

- Accountable for decisions required to manage the financial and operational performance of the production area based on expert knowledge and financial information.
- Responsible for the strategic allocation of funding and - where necessary – approving, setting, reviewing and monitoring development and production budgets.
- Oversees assessment of the financial viability of content ideas, identifying and mitigating any risks, with a view to maximizing value of intellectual property.
- Responsible for ensuring appropriate financial support is provided by Finance on high financial risk/complex productions and/or across a portfolio of productions.

Knowledge, skills, training and experience

Essential

- As an expert in their field, they will provide professional leadership and act as roles models to their teams and colleagues
- An industry expert on production management, with extensive knowledge and experience of managing complex projects through the lifecycle
- Adept at managing numerous, diverse senior and executive level stakeholders, often operating

- under tight timescales and managing numerous competing priorities
- Experience of operating at a senior level in the public sector or equivalent in a commercial business and/or dealing with external/governmental stakeholders.
 - Possesses commercial acumen, demonstrates the ability to exercise strong judgement from a business perspective to attain positive outcomes.
 - A convincing and persuasive communicator, required to modify beliefs and opinions of teams, as well as senior stakeholders, able to establish effective and collaborative relations across BBC departments, and external agencies/stakeholders where required.
 - Act as the conduit to effective communication and influence down the management hierarchy.
 - Provides significant and highly influential input into shaping and delivering projects and transformational change within the business.
 - Demonstrates a global mind-set; thinking and acting for both local and global needs, able to adjust to different environments and cultures internationally.
 - Possesses a strong understanding of the Media sector and BBC competitors, and the relevant in-depth knowledge of current industry trends and issues relating to their functional area.
 - A deep functional/technical expert with broad and comprehensive understanding of theories, systems and practices relevant to their functional area.
 - Strong awareness of the way in which programmes are commissioned, financed and produced.
 - Broad and comprehensive understanding of all BBC's regulatory and contractual obligations as they pertain to their functional area.
 - Extensive experience in managing significant budgets and understanding key financial drivers including managing co-productions and/or complex rights and funding models

Job impact

Decision making

- Develop, adapt and execute departmental plans in line with strategic plans and direction from Senior Leaders.
- Undertakes a wide range of activities factoring in multiple, diverse considerations, requiring complex analytics and decision making, interpretative thinking and a solutions-focussed approach.

Scope

- Typically leading a sub-function/top line department or specialism within a top line Support function, or a sub-division/area of a Genre/Channel in a Content function. May in some cases lead a smaller BBC Support function.
- Ability to apply external sector knowledge, contextualising challenges and changes in the sector, to understand the relative positioning and strength of the BBC's services/practices.
- In-depth knowledge of how own function integrates within the BBC, including deep understanding of the collective integration and operations of numerous sub-functions/sub-divisional areas.

Strategic impact/Influence

- Provides significant and highly influential input to functional strategy.

Reporting structure

- Reports into a Senior Leader within their division.

JOB DESCRIPTION



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.