

<b>Job title</b>	<b>Content Producer</b>		
<b>Job family</b>	<b>Content Production</b>	<b>Band</b>	<b>C</b>

**Job purpose**

The Producer will develop and deliver 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 develop and pitch ideas for multi-platform content;
  - To produce distinctive content on a variety of platforms using a range of specialist production skills;
  - To ensure content reflects our diverse audiences;
  - To keep up to date with emerging industry trends;
  - To work effectively with other departments, suppliers & partners (internal & external) ensuring the BBC maintains excellent relationships throughout;
  - To manage the budgets and resources within the agreed parameters.
  - Develop and manage positive working relationships with staff, contributors and talent and be able to give constructive feedback;
  - Seek improvements in content production to develop further efficiencies in working practices;
  - To work within BBC compliance policies, including Editorial guidelines, referring on matters of potential controversy;
  - 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;
  - To be accountable for working within the BBC Legal and Health & Safety policies and guidelines.

- Knowledge, skills, training and experience**
- Essential**
- A thorough knowledge of BBC editorial guidelines and other compliance policies, or the desire and ability 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.
  - Proven knowledge and experience of the latest production techniques and technologies and the technical skills to produce quality content across multi-platforms;
  - Demonstrable knowledge and experience of working in a content production environment;
  - Demonstrable ability to develop fresh, new creative ideas.
  - Experience of taking ideas from concept to finished product whilst driving forward creativity;
  - Knowledge of the target audience, their needs and expectations;
  - Ability to establish effective short and long term relationships with a wide range of people, talent, partners and agencies.
  - Effective 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;
  - Ability to prioritise a conflicting workload efficiently and to maintain standards of accuracy and attention to detail when working to deadlines or changing priorities;
  - Sound editorial judgement and an ability to decide when to seek guidance and escalate

- issues where appropriate.
- An ability to consider a range of problems and use own judgement to apply effective, time critical solutions.
  - Awareness of financial responsibility and budgets and resource management.

**Job impact**

**Decision making**

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

**Scope**

Producers are accountable for the success of the content that they are producing, with editorial control from beginning to end, liaising with a number of internal and external stakeholders/third parties.

**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.*