

Job title	Senior Presenter		
Job family	Presenter	Band	D

Job purpose

Produce and present live day-to-day content across media outputs being on air for 80% or more of the time. Produce and may edit content and contribute to the planning and overall running of the output content. May have to adapt on air to unfolding situations, as directed.

and/or

Produces and presents specialist content as segments of programmes.
May present programmes of a specific nature.

The impact of the nature of the presentation is on either:

- A section of the UK audience; either an interest group, or a distinct, sub national, geographical region.
- A non UK geographical region.

Key responsibilities and accountabilities

- Has an accomplished presentation style, built up through training and lower level presenting roles, which is fluent and engages the viewer/listener .
- Broadcast in a manner which is engaging, entertaining and readily understandable by a non-specialist audience, making complex issues accessible.
- Generate ideas and stories; contribute to the creative treatment and be involved in the production of an item or programme; provide clear treatments and proposals, ensuring consistency of content, quality and style.
- Interview BBC reporters and local specialists/advocates/political figures/policy makers in order to elicit information and fill in the gaps in stories.
- Research, script and present output content meeting high journalistic standards and fully observing the BBC Editorial Guidelines.
- Make the best use of new technologies – in particular developments in social media – in delivering our journalism to audiences and to set an example in learning to operate new systems and adapting to different working methods.
- Liaise closely with other team members and with other departments in the BBC to ensure that output material is distributed, duplication is avoided and best practice is upheld.
- Provide regular advice on news developments, guidance on agency or newspaper stories and briefings on government policies as appropriate.
- Build and maintain diverse contact lists and databases; compile and distribute information to other members of the team.
- To provide timely, specialist and assured news coverage and analysis of news and events of interest to the audiences of the BBC.
- An organised approach to work, and the ability to meet tight deadlines with a minimum of supervision.
- At all times to carry out duties in accordance with the BBC health and safety policy.

Knowledge, skills, training and experience

Essential

- Experience of presenting live news-based content as a presenter, correspondent/reporter or contributor.
- A thorough understanding of production methods used in BBC news and the ability to adapt to new media.
- Has a developed/specialist knowledge of the subject area being covered, understanding immediately the impact on one story on the wider picture.
- Demonstrates balanced and unbiased judgement based on a thorough understanding of BBC Editorial guidelines, target audience, programme and department objectives.
- Demonstrates proficiency in the use of broadcast and computer based technology and stays abreast of developments in this field.
- Strong team working and ability to build strong relationships with key people in other parts of the BBC.
- Demonstrates a commitment to improving diversity in the BBC and understands how individual differences can benefit the Corporation.
- Ability to convey story and programme ideas and to contribute fully to the planning process.
- The flexibility and adaptability to sustain performance, particularly under pressure to meet deadlines and changing priorities and circumstances.
- An understanding of health and safety procedures and how they apply to broadcasting.

Job impact

Decision making

Able to operate alone on items and other programme elements.
Will have an influence on which stories to cover, the amount of time given to each, and involvement in the editorial decisions for the output.

Scope

A journalist who presents new and original journalism to the programme or service and breaks high impact stories. Expected to conduct live or recorded interviews with guests in the studio or down the line, sometimes at short or with no notice.

The impact is across a significant subset of the UK population, which might be geographical, or a special interest group, e.g. sports/technology. (Reputational damage is limited to that audience.)

Other information

For Reward team use only

Job Code	
Definition:	Content

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.