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| Job title | Assistant Producer | | |
| Job family | Content Production | Proposed band | C |

Job purpose

The Assistant Producer will originate and produce excellent content.

These roles will contribute creative ideas, bringing highest quality content production skills which may involve research, technical operations, audio, online and interactive production activities.

- Key responsibilities and accountabilities**
- To support the development, management and creation content on a variety of platforms.
 - To work effectively with other departments, suppliers & partners (internal & external) ensuring the BBC maintains excellent relationships throughout.
 - To ensure all content is of a first class standard: thoroughly researched and accurate, in-keeping with audience needs and expectations.
 - To ensure that output complies with BBC editorial, technical, design and accessibility standards, and that BBC Health and Safety policy is observed.
 - To be technically proficient to the requirements of the role.
 - Direct and coordinate resources in a busy, production environment.
 - Nurture and develop junior members of the team
 - To ensure BBC output reflects the needs of our audiences.
 - Creative self-starter with initiative and tenacity and ability to see how their work fits in with the wider needs of department.
 - To use a variety of specialist production skills in a multi-skilled environment.

- Knowledge, skills, training and experience**
- Essential**
- A 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.
 - Experience in creating first class content.
 - Demonstrable experience of working in a broadcast or content production environment
 - Familiarity with research techniques and sources for the verification of the accuracy of material.
 - Experience of writing clear and concise material which may be used for briefs, scripts, or digital platforms.
 - Ability to use IT proficiently, including a range of software packages.
 - Experience of influencing, negotiating and communicating effectively both internally and with external agencies/partners.
 - A strong communicator and ability to simplify complex problems. Proven ability to influence decision-making at all levels and experience managing commercial and contractual relationships with third party suppliers and partners.
 - Effective planning and organising skills. Ability to concentrate on 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.

- Able to use firm judgment and understanding of when to seek guidance from experts / escalate issues where appropriate
- Ability to develop creative ideas, which engage diverse audiences in a demanding creative environment.
- Demonstrable high level of creativity - able to bring fresh new approach and bring out creative ideas in others.
- Oversee and where necessary, direct the work of other resources and manage positive working relationships with staff, contributors and talent
- 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.
- The ability to problem solve and suggest effective solutions.
- Awareness of financial responsibility and budgets.

Job impact

Decision making

The Assistant Producer may report to various roles, depending on the area of which they are working in, but can range from a Producer to an Executive Producer.

The job holder will receive an appropriate level of editorial guidance and direction.

Scope

The role of the Assistant Producer is to assist the Producer/Executive Producer or similar to create content for a specific area of interest, and to supervise different stages of the production process using broad production skills gained with experience in a production environment.

| 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.

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| Division | Children and Education |
| Reports to (title) | Executive Producer |
| Location base | Salford |

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| Organisation structure | |
| <p>BBC Education exists to transform lives through education. That clear vision drives everything we do as we lead the overall education strategy for the BBC.</p> <p>We are now beginning an exciting new partnership to try and engage more young people, aged 12-16, with news and news issues. The aim is to inspire young people to take more control of what they read, watch and share, to recognise the importance of things like balance and fairness and empower them to become better, more active citizens. The News Partnership will aim to produce fun, engaging and thought provoking content that helps dig beneath the surface of things like fake news, echo chambers and social media trends. With a direct push to engage with young people who feel like news, and the BBC, might not be for them the partnership will work with BBC Young Reporter and run several other campaigns, school workshops and events aimed at giving young people the confidence and tools to feel like their voice matters.</p> <p>This is in line with the overall aims of Education as a department, which are to:</p> <ul style="list-style-type: none"> • Provide every child in the UK with a personalised learning experience through BBC Bitesize; • Support & inspire classroom learning with world-class, curriculum linked programming; through BBC Teach; • Address societal and educational deficits within the UK through campaigns. | |

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| Additional job specific responsibilities and accountabilities |
| <p>You'll be a strong all-rounder, ideally able to make and edit content for digital platforms. You'll be full of ideas with a strong knowledge of the latest trends, issues and platforms in young people's lives. An ability to self-shoot and edit would be beneficial but is not essential. You'll have loads of ideas and enjoy connecting with other teams, groups and celebrity talent. A strong knowledge of, and interest in, social media would also be desirable. You'll need to prioritise between multiple projects, meet regular deadlines and be able to take direction and feedback from producers.</p> <p>ESSENTIAL</p> <ul style="list-style-type: none"> Passion for connecting with young people. Ability to tell stories in different ways. Ability to make complex issues fun, engaging and easy to understand. Ability to manage multiple projects at the same time. Creative ideas for how to use young people and public figures to engage the audience. Good communication skills. |

Understanding of, and passion for, the BBC’s core values.
 Desire to explain news and news issues to a young audience.
 Creating content for digital platforms
 Ability to make social content and/or short-form

BENEFICIAL

Dealing with other BBC departments and outside organisations.
 Making or commissioning content for a Children’s audience.
 Creative ideas for different ways of doing things.
 Good contacts with outside agencies, celebrities and public figures.
 Desire to explain news and news issues to young people
 Understanding of Education and its aims

| Approval | |
|----------------------------|----------------|
| Manager | Andrew Swanson |
| HR Business Partner | Sonie Begum |
| Date | 14/7/2021 |