



Job Title	Head of Digital
Division	BBC England
Department	BBC Academy
Reports to	Director – BBC Academy
Grade	11
Base	Birmingham

BBC Academy mission:

- To provide the best, innovative training for the BBC and its employees;
- To create apprenticeships and schemes to bring the best diverse talent into the BBC;
- To promote and deliver innovative training and opportunities for the media industry;

KEY AIMS OF THE JOB

This role leads the Digital activity within the BBC Academy, and will be responsible for the engagement and user experience of Academy users and delegates across all digital channels including virtual and online learning, web, mobile, social and emerging channels for the BBC.

The postholder will be instrumental in ensuring the Academy is aligned to the BBC's digital strategy, and promoting best practice digital working across the industry.

As part of the Academy Leadership team, specific responsibilities will include:

- Leading the Academy's digital strategy in partnerships with Digital and Engineering
- Developing the Academy's digital infrastructure and technology across all digital channels including virtual and online learning, web, mobile, social and emerging e-channels
- Delivering the platforms that support high impact digital learning
- Delivering a unified digital presence that reflects the BBC Academy brand identity, integrated learning proposition and creative ambition
- Achieving a consistent editorial and user experience across the BBC Academy's digital activity
- Devising strategies to drive engagement and cultural acceptance of learning via digital channels

KEY RESPONSIBILITIES

- Work closely with the Academy Director and the Academy's Leadership Team to create and then deliver the Academy's digital strategy, ensuring that it is consistent with the BBC's overarching digital roadmap
- To ensure that the Academy's digital principles are aligned to the Academy vision and mission, adhering to the agreed following principles:
 - Digital – and, where possible mobile – first
 - Open - to all and externally facing wherever possible
 - Engaging - with clear, measurable feedback for all activity
 - User centric – consistent, scalable and flexible
 - English language only – unless for Global News services
- To ensure that the focus of the Digital capability is on a 'buy not build' basis, using the best of the market and the BBC wherever possible
- Ensure that the BBC Academy is represented within both BBC Digital and Engineering so that Academy requirements are contained within the BBC's digital roadmap
- Deliver platforms which are flexible yet consistent – reflecting the single BBC Academy brand – and all digital platforms are procured in accordance with the BBC's procurement policies and governance

Job Description



- As a member of the senior management team of the BBC Academy play a key enabling role in driving the change agenda - specifically, working to embed new ways of working and enduring cultural change within the Academy
- Deliver innovation to the Academy, with products which support the BBC and the Academy's digital ambitions, using multiple digital channels beyond the traditional training room
- Identify and deliver a staffing model for digital activity which is agile and contains the skills and expertise required, throughout all stages of design and delivery including sourcing from the wider BBC and the external market where that is the most appropriate and cost effective approach.
- Where necessary, to identify and manage accredited suppliers, ensuring compliance with appropriate legal and procurement obligations
- Work closely with others in the Academy Leadership team to ensure that platforms and technology infrastructure support the wider efficiency and effectiveness of the Academy
- To be aware of the full extent of the financial and purchasing authority and accountabilities of this role.
- To support the Academy Director in the leadership and management of the Academy, being a key member of the senior team, and to lead and manage individuals and/or teams of staff as directed
- To represent the BBC Academy to internal and external stakeholders where appropriate.
- Build a high performing and collaborative team that meets the needs of its stakeholder groups ensuring the needs of the audience and licence fee payers are equally met and that all training activity complies with editorial guidelines ensuring consistency and high standards
- To promote diversity on behalf of the BBC as an employer, putting together diverse and creative teams, reflecting the diverse nature of BBC audiences

KNOWLEDGE AND EXPERIENCE

- A clear understanding of the BBC's existing technology infrastructure, online roadmap, and also of key technologies and platforms in the external market
- Proven programme and product management skills; the ability to manage the entire lifecycle of multiple projects with competing demands for limited resources
- Excellent knowledge and understanding of Learning Management Systems, Content Management Systems, Web Interface Design, User Experience best practice, and other digital requirements for a large training organisation
- Brilliant understanding and ideas regarding the potential learning applications of social media
- Clear understanding of best practice regarding referencing, searching and recommending digital content
- Highly proficient at communicating effectively and clearly in a wide range of situations – to both internal and external stakeholders – at formal and informal events and meetings
- Proven record of building and maintaining strong relationships with exceptional interpersonal skills
- Strong experience of inspiring, managing and leading creative, diverse and virtual teams
- Experience of leading change in a complex environment and dealing under pressure and with ambiguity
- The ability to contribute to the strategic debate around digital, both within the Academy and the wider BBC and broadcasting industry
- Track record of directing and delivering strategic development issues and innovation in an environment of comparable complexity is desirable

SKILLS AND COMPETENCIES

- **Strategic thinking** - Can develop, communicate and implement a short, medium and longer-term strategic vision.
- **Creativity** - Thinks creatively to conceive, generate and implement ideas and formats. Can visualise things not previously experienced and is able to transform original or unusual ideas/impulses into practical reality.



- **Decision-making** - Proactive, makes quick, well-judged and informed decisions and takes responsibility for the consequences of those decisions.
- **Business effectiveness** - Works collaboratively across the BBC, looks for value for money for licence payers, sets realistic budgets and manages them effectively
- **Relationship development** - Is able to develop collaborative relationships with people at all levels within the organisation and with existing and potential business partners.
- **Planning and organising** - Is able to think ahead in order to establish an effective and appropriate course of action for self and others.
- **Flexibility** - Adapts and works effectively with a variety of situations, individuals or groups.
- **Leadership** - Provides clear direction for direct reports, organising resources, recognising potential and fostering development.
- **Resilience, drive and energy** - Demonstrates and promotes enthusiasm, commitment and capacity for sustained effort and hard work over long periods.
- **Influencing, persuading and negotiating** - Highly developed influencing, persuading and negotiating skills.