**Introduction**

The content making job family in Radio consists of three principal roles: editor, producer and assistant producer (production co-ordinator is part of the production management job family).

Producers work to editors and occasionally directly to heads of department. They may be required to supervise the work of other producers, assistant producers and production co-ordinators. They may also be required to direct the work of studio managers and other technical staff as well as that of professional contributors such as actors, writers, musicians and others.

The producer role is central to production. Producers are responsible for devising and delivering programmes and other forms of content within the strategies and budgets set by Radio Group and individual networks and departments. They are expected to be familiar with the internal and external guidelines and legislation as they affect the genres within which they work and to keep their training and knowledge of specialist areas up to date.

Producers are accountable for the compliance of programmes with the BBC’s editorial guidelines and the law and within the context provided by the editorial guidelines they exercise editorial judgement and authority in determining when programmes are fit for transmission and in which circumstances they should refer up.

The role is flexible and producers may be expected to work on a range of different programmes as they develop their skills and experience.

Within the producer role there is a broad range of skills, specialism and experience. Producers are therefore entitled to expect clarity from editors in setting the parameters of their responsibility for leading and supervising the work of other editorial staff.
Job purpose

A producer develops and makes creative content. They are responsible editorially for the planning, compliance and production of creative content, upholding the key values of fair dealing, accuracy, impartiality, trust and integrity. This content may be for a radio programme, or for mobile, websites, the iplayer, EPGs and other multiple platforms. This involves finding new ways to connect with audiences and identifying interesting content and formats.

Producers are expected to manage staff and budgets and may manage other producers, oversee several programmes or a strand. They will be expected to contribute to the development and implementation of the department or network strategy and to help deliver new ways of working.

Producers are responsible for ensuring the programmes and content they produce complies with all relevant BBC and external (e.g. Ofcom) guidelines and legislation. They will refer up on matters of potential controversy and for editorial advice.

Planning, creating, managing and delivering content

A producer is expected to:

Take editorial responsibility for the planning and production of content on multiple platforms, in accordance with BBC and external legislation and guidelines.

Take sound editorial decisions and offer advice, support and guidance to production teams and know when to refer up

Contribute and pitch ideas for programmes, packages, contributors, online content, events and interactivity.

Identify contributors, assess their suitability to support and illustrate programme ideas and secure their participation.

Produce music or speech content both for live and pre-recorded programmes and events and on multiple platforms.

Interpret and implement creative briefs from senior staff or commissioners and to work within the resources allocated.

Studio produce. Produce and deliver live broadcasts, events and outside broadcasts, collaborating with others to share ideas and knowledge.
Interview and report in recorded and live situations in studio or on location as required.

Operate broadcast equipment, portable recording equipment, self-operating studio equipment and digital editing and interactive systems. This includes ensuring that the sound quality broadcast is of a high standard.

Visit locations for proposed recordings or live transmissions and ensure the suitability and safety of the venue in consultation with relevant experts.

Develop new content and ways of encouraging existing and potential audiences to engage with that content. Forward plan material for future programmes.

Ensure all content accurately reflects the diversity of our society in line with diversity and portrayal guidelines.

Ensure editorial and legal compliance (for example data protection requirements) at all appropriate stages of the production and post-production process including the clearance of rights and permissions.

Respond to the audience either via email, message board or other form of interactivity.

Carry out the responsibilities of the producer role as outlined in Audio & Music’s Health and Safety policy and guidelines.

**Plan and manage resources**

Manage budgets and resources and ensure that teams work within them, using BBC finance and business systems.

Comply with all legal policy, editorial, scheduling and fair trading guidelines.

Plan the effective use of resources such as studios and OBS and multi platform content.

**Manage media assets**

Ensure that the broadcast content is stored in a way that allows future reuse on multiple platforms.

Be responsible for the sign off of all content associated with the audio both pre and post transmission

Maintain and manipulate programme content held on server based digital systems as required by programmes or networks.
Liaise with Talent Rights Negotiation and other BBC contract negotiators where required and ensure copyright and contracts adhere to BBC regulations.

**Manage the performance of production areas**

Oversee the work of teams or producers, presenters, reporters, researchers, assistant producers, contributors and broadcast assistants where required.

Develop and manage positive working relationships with staff, contributors and talent and be able to give constructive feedback. To be an effective and committed team player.

Work flexibly with teams in the division and the BBC, building and maintaining collaborative relationships.

Manage the performance and recruitment of teams or individuals as required as well as lead a team and schedule other staff. To plan rota and schedule teams where necessary.

Support and work in accordance with the BBC’s policies on people management and diversity.

Be a role model for the BBC values.

**Drive continuous improvement**

Look for and suggest improvements in the making and delivery of content and to be open to feedback and use it to inform future systems and ways of working.

Contribute to the development and implementation of the network and department’s strategy and policy, working closely with the management team.

**Knowledge, skills and experience**

**A producer will have:**

Demonstrable knowledge of BBC Radio’s output and that of its competitors.

Demonstrable passion for broadcasting to appropriate audience, and knowledge of those subjects which fascinate, entertain and appeal to this audience.

Comprehensive knowledge, understanding and contacts relevant to the network or programme (e.g. range of music, culture, trends, heritage of music, talent, popular culture, new writing, rural affairs, science, poetry etc)

Strong journalistic skills
Innovative and imaginative approach to programme ideas and able to motivate colleagues to take creative risks within parameters

Sound editorial judgement and an in-depth understanding of BBC and external policy and guidelines and an understanding of media law

Enthusiasm for radio and appreciation of how audiences use digital media and platforms.

Good contacts and ways of finding content from different sources.

Knowledge of techniques of audio and content production and its use on multiple platforms.

Proven ability to originate and develop creative ideas which engage diverse audiences in a demanding creative environment.

Experience of writing clear and concise material which may be used for briefs, scripts, and digital platforms.

Ability to enter metadata accurately into relevant business or broadcast systems.

Experience of operating editing, workshop and studio equipment and a willingness to learn new techniques as required.

High quality editing skills for content for use on different platforms.

Strong technical skills to produce and record broadcast quality content in a range of digital environments, whether self-ops, on location, on desktops or in workshops as required.

Seek guidance from experts where appropriate e.g. Interactive or Resources colleagues

Ability to manipulate data and audio effectively between systems and upload audio, video and text into interactive systems.

Strong computer literacy and ability to learn new production technologies and adapt to new ways of working.

Attention to detail on all aspects of production.

Ability to manage production budgets and resources effectively.

Good interpersonal skills and the ability to establish and maintain collaborative working relationships with a variety of people and teams.
Ability to work flexibly and adapt to new ways of working.

**Competencies**

**Editorial Judgement**
Makes the right editorial and policy decisions based upon a clear understanding of the BBC’s agenda, and the requirements of A&M Production and the networks.

**Subject Knowledge:**
Demonstrates a thorough knowledge of the agenda relating to the area. Specialist knowledge may be required

**Planning & Organising**
Thinks ahead in order to establish an effective and appropriate course of action for self and others. Prioritises and plans activities taking into account all the relevant issues and factors such as deadlines and resources requirements.

**Analytical Thinking**
Able to simplify complex problems, process projects into component parts, explore and evaluate them systematically.

**Creative Thinking**
Able to transform creative ideas/impulses into practical reality. Can look at existing situations and problems in novel ways and come up with creative solutions.

**Communication**
Ability to get one’s message understood clearly by adopting a range of styles, tools and techniques appropriate to the audience and the nature of the information. Excellent writing skills and the ability to communicate complex ideas in an understandable and engaging way.

**Influencing and Persuading**
Ability to present sound and well reasoned arguments to convince others. Can draw from a range of strategies to persuade people in a way that results in agreement or behavior change.

**Managing Relationships and Team Working**
Able to build and maintain effective working relationships with a range of people. Highly effective team player.

**Understanding Diversity**
Demonstrates a commitment to improving diversity in the BBC; takes a balanced approach to discussing and taking action on diversity issues; articulates how individual differences can benefit the BBC.