

<b>Job title</b>	<b>Business Development Manager</b>		
<b>Job family</b>	<b>Distribution &amp; BD</b>	<b>Grade</b>	<b>D</b>

**Job purpose**

Within World Service, Business Development is responsible for securing, managing and developing the external media partnerships which deliver the majority of the BBC's audience reach around the world. Business Development represent the BBC offer in multiple languages across TV, radio and digital in a diverse range of advanced and developing media markets globally.

The team's priority is to increase the reach of BBC services outside the UK whilst also ensuring the BBC's reputation is protected and revenue is generated if and where appropriate. Where required and regulations allow, broadcast licenses and platform presence are also acquired for the BBC. The team has both an acquisition and selling role in multiple diverse markets often having to take into account the significant barriers and political sensitivities related to genres such as news.

Business Development also has a responsibility to actively inform editorial product development through partner feedback and the sharing of media market expertise.

As Business Development Manager you will be the main market facing representative of the BBC Service in the agreed territories and will be responsible for delivering the agreed Business Development plan in your markets. You will have a well-developed knowledge in the field of linear and non-linear distribution and a strong interest in how audiences want to consume TV, Radio and digital services. .

You will have an understanding of overall BBC strategic context, service requirements and business environment, and will use personal media market and commercial expertise to propose, establish and optimise how BBC services are delivered to our audiences. You will work internally with multiple stakeholders and with the BBC's external partners to build productive relationships and ensure that the audience can enjoy our services across a diverse range of outlets and platforms.

**Key responsibilities and accountabilities**

- Main market facing representative of the BBC Service in the required market or territories
- Working closely with BBC stakeholders including editorial to propose solutions that provide optimum routes to market for BBC services
- Securing and managing agreements with third parties and the BBC's key partners to ensure current and future distribution needs are met.
- Leading contract negotiations, identifying areas of opportunity and risk for the BBC, seeking and acting on legal, fair trading and ed pol advice as required
- Monitor partner performance against BBC requirements, proposing corrective action and providing appropriate communications to audiences and stakeholders
- A contributor to development of the business development plan across broadcast and IP, and an authoritative source of media market knowledge

- Writing and presenting business cases at the Business Development Committee and other boards as required
- Scoping and management of projects to develop new and existing BBC services, managing the work of project team members across the BBC and partners, ensuring compliant and timely delivery
- Develop personal media market and platform expertise and build reputation within the BBC and externally, representing the BBC as required

### Knowledge, skills, training and experience

#### Essential

- Extensive relevant media market experience and track record of achievement in the media sector
- Thorough understanding of the content delivery landscape (broadcasting and IP) and the BBC's position, and the strategic importance of the distribution business
- Good influencing and diplomatic skills, able to build trusting, productive relationships with senior level contacts inside and outside the organisation
- Strong persuasion, sales and negotiation skills and experience of influencing strategy
- Good understanding and experience of basic legal terminology and contract principles, negotiation and practices
- Experience of working collaboratively with multidisciplinary teams across organisational boundaries, managing diverse stakeholder interests
- Project management skills and demonstrable experience of successfully managing projects
- Able to work on own initiative, under pressure and to tight deadlines, with a creative approach to problem solving
- Ability to deal with multiple issues as they arise, remaining calm and effective
- Flexibility in dealing with different scenarios and people, and with skills to resolve conflict
- Able to influence by example and inspire appropriate behaviours amongst colleagues
- Ability to build and lead effective teams, and to ensure tasks are followed through to completion
- Excellent written and oral communication skills
- Computer literate - Word, Excel, PowerPoint & specialist software packages relevant to the activities of the roles

### Job impact

#### Decision making

- *The Business Development Manager reports to the Head Of Business Development*
- *Key contributor to the global reach of BBC services with implications for relationships with some of the BBC's biggest reach driving partnerships*
- *Decision-maker in respect of distribution of BBC services with significant effects on the availability, prominence and innovation of BBC services*
- *The Business Development Manager will be expected to perform the role within the framework of the BBC's leadership values and behaviours and inspire such*

<b>Scope</b>	<i>behaviour in others</i>
<b>Finance:</b>	<i>As above, responsible for contracts up to £1m or for relationships of comparable significance in terms of their impact on BBC services</i>
<b>Line Management:</b>	<i>May work solo in market or with supervisory responsibility for 1-3 support staff grades 5 – 7</i>

<b>Other information</b>	
<b>For Reward team use only</b>	
Job Code	
Definition:	Content / Content Support / Support

*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.*