

<b>Job title</b>	<b>Senior Commercial and Business Development Manager</b>		
<b>Job family</b>	<b>Commercial, Rights &amp; Business Affairs</b>	<b>Proposed Band</b>	<b>E</b>

<b>Job purpose</b>
<p>This role will be part of the Business Unit’s senior management team delivering the Business Unit’s overall strategic commercial objectives in order to ensure P&amp;L targets are met. Working closely with the production units, the role will share industry knowledge and intelligence to maximise the value of the content, steering development activity and engaging in production plans as appropriate. The role will maximise and manage the value of the Business Unit’s intellectual property in the domestic and international marketplace and support the development of exploitable IP by providing market insight and building maintaining and managing first class relationships with key commercial partners and customers. This role will work with key Senior management to drive commercial innovation, acquire new customers and sell additional products or services to existing ones; expanding and diversifying BBC Studios key clientele.</p>

<b>Key responsibilities and accountabilities</b>
<ul style="list-style-type: none"> <li>• <b>Return on Investment:</b> Producing ‘return on investment’ estimates for all front runners in development, focusing on full value of the IP – upfront investment and returns.</li> <li>• <b>Sourcing commercial partners:</b> To actively seek out funding within the market alongside producers where appropriate by pitching BBC Studios content to potential funding partners with a view to securing commercial funding.</li> <li>• <b>Commercial deal making:</b> To support the Business Units by seeking out and negotiating funds for the relevant content with BBC Worldwide (or equivalent), co-producers and others including distributors, publishers and other funders.</li> <li>• <b>Revenue generation:</b> To actively seek out new forms of revenue such as digital, merchandising etc.</li> <li>• <b>Business Model:</b> To develop business models – Digital platforms, OTT channels, branded content, publishers, trade partners and media agencies</li> <li>• <b>Maximise commercial investment and returns:</b> To ensure that all appropriate commercial revenue streams are exploited across all media in particular by maximising up-front investment and long-term returns into the business from a broad range of commercial funding sources and ensuring that this is accurately reflected in P&amp;Ls.</li> <li>• <b>Targets:</b> To forecast expected income achievable in the market place across the development pipeline for the relevant genre and to monitor and report progress against targets on a regular basis.</li> <li>• <b>Funding plans:</b> To create achievable funding plans with production colleagues based on market intelligence.</li> <li>• <b>Market intelligence:</b> To keep abreast of global trends and markets to enable maximisation of commercial funding including attendance of international media festivals and markets and visiting co-producers and distributors around the world to pitch content, develop effective relationships and maintain excellent market intelligence.</li> <li>• <b>BBC policy:</b> Ensure all genre commercial activity is in line with commercial policy and Fair Trading Guidelines and does not bring the BBC Brand into disrepute or expose us to financial risk</li> <li>• <b>People management:</b> Effective line management of direct reports, ensuring key skills are developed and succession plans are in place.</li> </ul>

<b>Knowledge, skills, training and experience</b>
<p><b>Essential</b></p> <ul style="list-style-type: none"> <li>• Extensive experience at a senior level of commercial deal making and business development.</li> <li>• Proven track record of working in a creative environment and influencing the creative community; extensive experience of working with Production staff and demonstrable understanding of their needs and motivations.</li> <li>• Significant experience within the international television industry.</li> <li>• Ability to pitch content confidently and appropriately.</li> <li>• Good knowledge of contractual and copyright matters.</li> <li>• A genuine interest in the range of genre content.</li> <li>• Substantial sales and/or negotiating experience.</li> <li>• Detailed knowledge of rights valuation procedures.</li> <li>• Ability to understand and work within Policy and deal frameworks (BBC Fair Trading policy)</li> <li>• Knowledge of the key media markets worldwide.</li> <li>• General Business and Strategy experience in a commercial organisation, demonstrating a sound business understanding</li> <li>• Line management experience</li> </ul> <p><b>Desirable</b></p> <ul style="list-style-type: none"> <li>• Experience of working in a matrix organisation</li> <li>• Experience of building and developing a successful team</li> <li>• Digital Experience</li> </ul>

<b>Job impact</b>

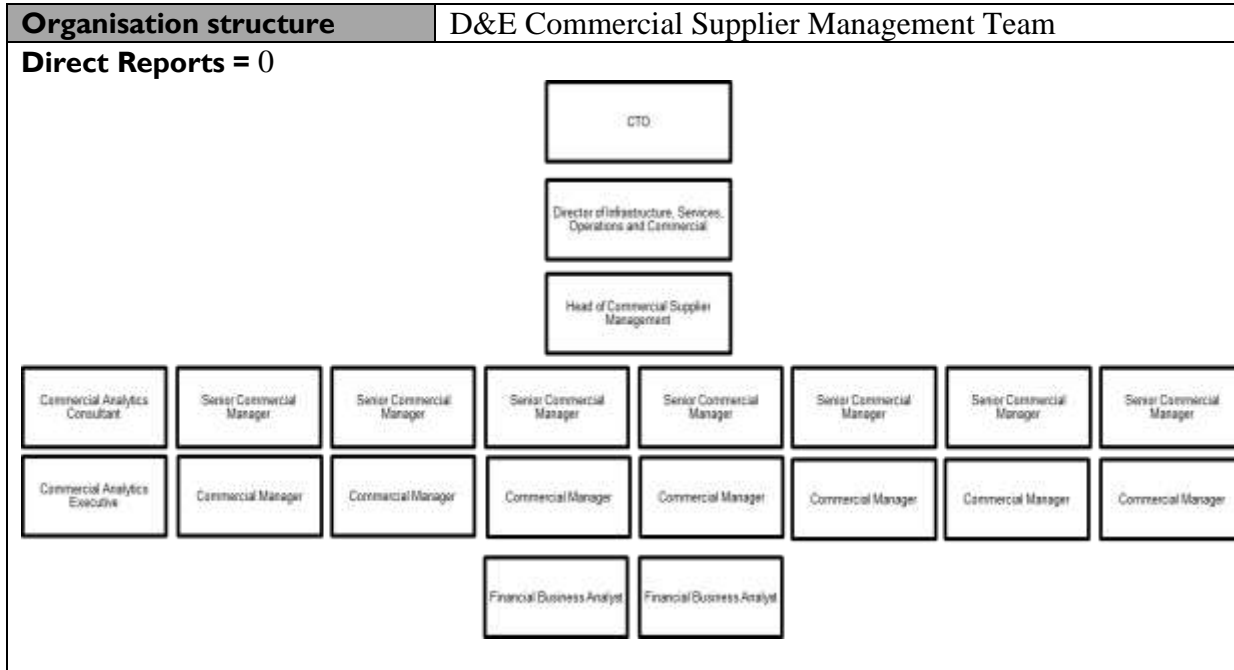
<b>Other information</b>	
<b>For Reward team use only</b>	
Job Code	
Definition:	Content Support

*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.*

**Appendix**

Senior Commercial Manager

<b>Division</b>	BBC Design and Engineering (D&E)
<b>Reports to (title)</b>	Head of Commercial Supplier Manager
<b>Location base</b>	Broadcast Centre, W12



<b>Additional job specific responsibilities and accountabilities</b>
<p><b>Aim</b>                  The role of Senior Commercial Manager is part of a team within the Design and Engineering Division whose scope of activities and responsibilities include :</p> <ul style="list-style-type: none"> <li>- Provision of proactive commercial advice to the CTO and other senior stakeholders across the BBC.</li> <li>- Leadership on the resolution of highly complex commercial issues, commercial negotiations and contractual compliance with over 200 technology suppliers.</li> <li>- To ensure the BBC attains best value from its commercial relationships and adopts best practice in their management.</li> <li>- In partnership with technology suppliers, to drive initiatives to achieve additional value from the BBC contracts.</li> <li>- To assist the BBC in ensuring compliance with its responsibilities under technology contracts with suppliers and the effective resolution of any disputes.</li> <li>- To ensure the BBC's technology strategy objectives are effectively reflected in new commercial arrangements.</li> <li>- To ensure all necessary processes are in place to support the effective management of the BBC's contractual and commercial relationships and lead the implementation of best practice in commercial matters across the BBC.</li> </ul> <p><b>Specific Role responsibilities:</b></p> <ul style="list-style-type: none"> <li>- Providing leadership at all times to the Commercial Managers within the Commercial Supplier Management team</li> </ul>

- To be accountable for the set-up, operational and strategic management of technology contracts spanning multiple third party suppliers, and to lead the negotiation process between BBC and those suppliers for both contract variations and new business.
  - To co-ordinate the monitoring of benchmarks and performance monitoring criteria where necessary in order to evaluate and optimise value-for-money and overall quality-of-service.
  - To ensure BBC and third party supplier compliance with responsibilities and obligations under technology contracts and lead on effective resolution of any disputes including assisting Commercial Managers with their BAU disputes
  - Develop and maintain strong professional working relationships with suppliers, BBC stakeholders, BBC divisions, senior management and BBC departments (Finance, Legal, Procurement, Service Assurance, Business Development etc.) as required.
  - To ensure adherence with BBC corporate policies and that the BBC’s strategic objectives are effectively reflected in new commercial arrangements.
- To ensure that records are maintained and effectively managed to a level that withstands scrutiny by senior management, internal auditors or organisations such as the NAO and that industry best practise is applied to contract and commercial matters. To ensure that commercial and contractual objectives of technology contracts are effectively tracked.
- To ensure the effective governance of technology supplier contracts including resolution, escalation and management of complex commercial and contractual issues as they arise.
  - To provide expert professional advice and support in the management of contractual and commercial matters to BBC divisions and to senior stakeholders.

<b>Approval</b>	
<b>Manager</b>	Name and job title
<b>HR Business Partner</b>	Name
<b>Date</b>	