

BBC WORLD SERVICE

JOB DESCRIPTION

Job Title:	Senior Broadcast Journalist, Social Media
Department:	BBC Burmese
Location:	Yangon
Grade:	Local terms and conditions
Reports to:	Burmese Editor
Contract:	Continuing

CONTEXT

BBC World Service is an international multimedia broadcaster, part of BBC News, delivering a wide range of language and regional services and working increasingly with other parts of BBC News to serve global audiences. It uses multiple platforms to reach its weekly audience of 320 million globally, including TV, digital platforms including social media, AM, FM, shortwave, digital satellite and cable channels.

The BBC World Service's Burmese Service is a well-known and highly respected news service in Myanmar, providing up-to-date news and current affairs in Burmese and covering both domestic and international news stories. It is multiplatform, with a multimedia website with a focus on digital video, text, interactivity for both desktop and mobile platforms, and a daily TV news programme in Burmese. The service aims to make international news relevant to Myanmar audience, and bring international perspectives to bear on Myanmar and global developments. Our service brings quality, impartial, original journalism with news and current affairs to the Burmese speaking region.

The **Senior Journalist Social Media** will work closely with colleagues in Yangon and London to ensure stories are covered in the most innovative, interesting, cost-effective and relevant manner and the successful candidate must have experience in creating and curating content for social media in the Burmese language, as well as a good feel for strong and distinctive stories.

High level of spoken and written English is desirable.

MAIN DUTIES

- Accountable for all social media output, digital content, videos, and innovative editorial projects to serve our Burmese audiences.
- Ensure BBC Burmese's social media and digital content adheres to the standards of excellence and efficiency required of the BBC World Service Group, and complies fully with the BBC's editorial guidelines and objectives.
- Responsible for originating creative and innovative ways of storytelling and implementing them for BBC Burmese, especially for social media consumption.
- To play a lead role in communicating BBC Burmese's social media strategy both within and outside the BBC.
- To collaborate with BBC News online and Social Media Editors at the BBC World Service to lead on key international and regional stories covered by the BBC for Burmese-speaking audiences.
- To lead the change in the workflow to maximise BBC's reach and impact in Burmese language on social media platform.
- The post holder will also provide creative team leadership to ensure that the BBC World Service maximises its potential in BBC Burmese for social media users.
- The post holder will report to the BBC Burmese Editor.
- You will be expected to work flexibly.

ESSENTIAL KNOWLEDGE, SKILLS AND EXPERIENCE

- Proven record of leading a social media and digital team in Burmese or other languages.
- Excellent written and spoken Burmese.
- A successful record in working in an online production environment with demonstrable experience and enthusiasm for social media and interactivity.
- Demonstrates an excellent knowledge of developments in social media and related areas.
- Demonstrable knowledge of Burmese and Southeast Asian affairs is essential.
- A clear understanding of the needs and profile of the audience and the ability to translate these into imaginative and compelling content, specifically with reference to social media.
- Comprehensive knowledge of writing and editing content for publication to high editorial standards.
- The ability to analyse data and interpret in a relevant way for news output.
- Strong skills in using data to drive traffic to websites and to increase the impact of editorial output.
- Evidence of sound editorial and community judgement as well as an understanding of the power of online communities.
- The ability to plan and organise time and resources effectively and to manage projects to conclusion according to deadlines.
- A good knowledge of English, including complete comprehension of written and spoken English and the ability to communicate effectively.
- Strong editorial judgement, based on extensive journalistic experience and a thorough understanding of the processes and principles of BBC journalism and relevant journalism law.
- Excellent knowledge of and understanding of online technology and how it can best be used to maximise the performance of BBC Burmese platforms
- Ability to motivate and develop editorial staff to produce innovative and imaginative journalism, to help lead innovation on our digital platforms and to develop the capacity of journalists elsewhere in the BBC to produce high quality output for the website.

COMPETENCIES

The following competencies (behaviours and characteristics) have been identified as key to success in the job. Successful candidates are expected to demonstrate these competencies.

- **Editorial Judgement** - demonstrates balanced and objective judgement based on a thorough understanding of BBC Editorial Guidelines, target audience, programme and department objectives. Makes the right editorial decisions, taking account of conflicting views where necessary.
- **Decision Making** – Is ready and able to take the initiative, originate action and be responsible for the consequences of the decision made.
- **Imagination/Creative Thinking** – Is 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.
- **Planning and Organisation** – Is able to think ahead in order to establish an efficient 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, staffing and resources requirements.
- **Resilience** – Can maintain personal effectiveness by managing own emotions in the face of pressure, setbacks or when dealing with provocative situations. Can demonstrate an approach to work that is characterised by commitment, motivation and energy.
- **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 behaviour change.
- **Communication** – The 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.
- **Managing relationships** – Able to build and maintain effective working relationships with a range of people.
- **Self-Development** – Is able to identify and apply opportunities for learning and development.

DATE OF ISSUE: June 2018: (A job specification 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 and detailed account of all aspects of the duties involved.)