

<b>Job title</b>	<b>Assistant Content Producer</b>		
<b>Job family</b>	<b>Content Production</b>	<b>Proposed band</b>	<b>C</b>

**Job purpose**

The Assistant Content Producer will assist in the preparation and production of creative content. These roles will contribute creative ideas, bringing highest quality content production skills which may involve research, technical operations, audio, digital and interactive production activities.

- Key responsibilities and accountabilities**
- To support the development, management and creation content on a variety of platforms.
  - To work effectively with other departments, suppliers & partners (internal & external) ensuring the BBC maintains excellent relationships throughout.
  - To ensure all content is of a first class standard: thoroughly researched and accurate, in-keeping with audience needs and expectations.
  - To ensure that output complies with BBC editorial, technical, design and accessibility standards, and that BBC Health and Safety policy is observed.
  - To be technically proficient to the requirements of the role.
  - Direct and co-ordinate resources in a busy, production environment, where necessary.
  - Nurture and develop more junior members of the team.
  - To ensure BBC output reflects the needs of our audiences.
  - To have the desire to develop specialist production skills to be able to operate in a multi-skilled environment.
  - Undertake administration duties relevant to the production’s smooth running where necessary.
  - Interpret and implement creative briefs from key stakeholders and to work within the resources allocated.

- Knowledge, skills, training and experience**
- Essential**
- A knowledge of BBC editorial guidelines and other compliance policies, or has the desire to glean this knowledge quickly.
  - Understanding of the importance of the BBC's values in accuracy and impartiality.
  - Experience in creating first class content.
  - Demonstrable experience of working in a broadcast or content production environment
  - Familiarity with research techniques and sources for the verification of the accuracy of material.
  - Experience of writing clear and concise material which may be used for briefs, scripts, or digital platforms.
  - Ability to use IT proficiently, including a range of software packages.
  - Experience of influencing, negotiating and communicating effectively both internally and with external agencies/partners.
  - Effective planning and organising skills. Ability to concentrate on several areas of work at one time, prioritising, delivering consistently to deadlines and reacting positively to changes and conflicting priorities.
  - Ability to prioritise a conflicting workload efficiently and to maintain standards of accuracy and attention to detail when working to deadlines or changing priorities.
  - Able to use firm judgment and understanding of when to seek guidance from experts /

- escalate issues where appropriate
- Ability to develop creative ideas, which engage diverse audiences in a demanding creative environment.
  - Demonstrable level of creativity - able to bring fresh new approach and bring out creative ideas in others.
  - Oversee and where necessary, direct the work of other resources and manage positive working relationships with staff, contributors and talent
  - An up to date knowledge of the BBC's diverse audiences and their needs and expectations and use this to shape creative and engagement output.
  - The ability to problem solve and suggest effective solutions.
  - Awareness of financial responsibility and budgets.

**Job impact**

Decision making

The Assistant Producer may report to various roles, depending on the area of which they are working in, but can range from a Producer to an Executive Producer.

The job holder will receive an appropriate level of editorial guidance and direction.

Scope

The role of the Assistant Producer is to assist the Producer/Executive Producer or similar to create content for a specific area of interest, and to supervise different stages of the production process using broad production skills gained with experience in a production environment.

**Other information**

**For Reward team use only**

Job Code	
Definition:	Content

*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**

There may be sub-sets of the generic job described above which require additional technical skills. This appendix to the generic job description can be developed to cover such situations.

<b>Division</b>	Deputy Director General Group
<b>Reports to (title)</b>	Duty Editor
<b>Location base</b>	Sydney

<b>Organisation structure</b>	<p>Managing Editor, BBC Online                  Executive Editor, BBC Central Editorial                  Duty Editor, BBC Homepage, Search, Navigation                  Senior Content Producer, BBC Homepage, Search, Navigation                  Content Producer, BBC Homepage, Search, Navigation</p> <p>Continuing, days conditions. Shift working will be required, including weekends and bank holidays, according to rota</p>
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<b>Additional job specific responsibilities and accountabilities</b>
<ul style="list-style-type: none"> <li>• To work to direction from the Duty Editor, Senior Content Producer or Content Producer on a range of editorial production, monitoring and research tasks. These might include:                         <ul style="list-style-type: none"> <li>– creating compelling promotional content for the bbc.co.uk homepage, using a Content Management System</li> <li>– sourcing, creating or editing appropriate images to illustrate on-demand iPlayer programmes, using Photoshop or other appropriate software</li> <li>– writing contextual copy for promotions or images</li> <li>– setting up new content aggregations around trending search topics or updating old ones</li> <li>– scheduling and co-ordinating promotion on broadcast and connected Red Button platforms</li> <li>– reflecting BBC or external events in a compelling and imaginative way in a range of interfaces</li> </ul> </li> <li>• Identify, escalate and manage problems (including out-of-date feeds, inappropriate images, external news events which need an immediate response, and system faults which are affecting the user experience) as they arise either directly or by raising issues with the appropriate BBC team or external partner.</li> <li>• To establish and maintain strong working relationships with external partners as required</li> <li>• To produce and/or review audience data and usage statistics and anticipate or respond appropriately to patterns of usage and user behaviour.</li> <li>• To assist the Content Producers and Senior Content Producers with the research, preparation and production of research and communication material, including reports and presentations.</li> </ul>

Experience

- Excellent editorial and technical judgement, accuracy and meticulous attention to detail.
- Editorial and creative flair with proven experience of editing text and pictures for the web.
- Excellent communications skills with a proven ability to communicate with end users and technical and non-technical colleagues at all levels.
- Proven experience of meeting both operational and editorial demands, with the ability to recognise a problem and diagnose its likely causes, preferably gained on a 24/7 consumer-facing and entertainment-focused product or service.
- An awareness of news and external events and the ability to recognise any issues that might affect BBC online services. The skills to work quickly and accurately with a number of technical systems to make changes to editorial assets in line with these new developments.
- Experience of using key web production tools and software, including Photoshop and content management systems, and a proven ability quickly to learn new ones.
- Proven ability to make decisions quickly and confidently.
- Proven ability to sustain effective performance under pressure.
- A good working knowledge of content and data management systems, and a demonstrable understanding of the use of metadata.
- Awareness of the media industry, key players, and their audience needs and expectations.

<b>Approval</b>	
<b>Manager</b>	Clare Hudson, Editorial Executive
<b>HR Business Partner</b>	Tim Burden
<b>Date</b>	July 2018