

<b>Job title</b>	<b>Production Creative Director</b>		
<b>Job family</b>	<b>Content Production</b>	<b>Proposed band</b>	<b>F</b>

**Job purpose**

To provide editorial, stimulate creativity and business leadership to production teams. The role may also involve the day to day management of production staff.

- Key responsibilities and accountabilities**
- To create a clear vision for the production or portfolio of content, and inspire others to realise their editorial aspirations within the BBC.
  - Responsible for management of the total budget for a production or portfolio of content within scope of the role.
  - Responsible for the creativity and development of teams working on all platforms, building an innovative environment for content making.
  - To ensure that content is in line with the supplier’s strategy set by the Controller (or equivalent) and delivered on time and within budget.
  - To lead the development of new ideas from production on all platforms; providing leadership of competitive bids for commissions.
  - To work with the Controller (or equivalent) and other stakeholders to understand their strategy and ensures those strategies are shared with and understood by the team.
  - Responsible for ensuring that programmes made by production teams are of the highest standard and compliant with all relevant legal, editorial and health & safety requirements and that staff are properly trained and clear about their responsibilities
  - Development and oversight of commercial opportunities, as required.
  - Collaboration with, and leadership of, divisional and pan-BBC projects.

- Knowledge, skills, training and experience**
- Essential**
- Demonstrable passion for creating content/broadcasting to the appropriate audience, and knowledge of those subjects which inform, educate & entertain the audience.
  - Significant experience in production at editor level including the management of series’ and /or major projects.
  - A thorough knowledge of the wider industry marketplace.
  - A proven track record in creative and editorial achievement.
  - Strong experience of developing and maintaining effective working relationships with internal and external 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.
  - Able to demonstrate strong editorial judgement in a fast moving environment
  - A track record of realising creative ideas from conception to reality within the constraints of limited resources and challenging deadlines.
  - Proven experience of developing, leading and managing the performance of teams at a senior level.
  - Experience of being able to work strategically, using lateral thinking and quick decision

<p>making skills, challenging assumptions and developing and driving forward new ways of working.</p> <ul style="list-style-type: none"> <li>• Demonstrable understanding of audiences on all platforms. Highly experienced in analysing market trends on all platforms, as well as performance indicators, to inform strategic success for campaigns.</li> <li>• Experience of financial responsibility, Strong planning skills and ability to manage projects and budgets to budget and deadline.</li> </ul> <p><b>Desirable</b></p> <ul style="list-style-type: none"> <li>• Experience of making content on multiple platforms.</li> </ul>
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<b>Job impact</b>
<p><i>Decision making</i></p> <p>x</p> <p><i>Scope</i></p> <p>x</p>

<b>Other information</b>	
<b>For Reward team use only</b>	
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>	<b>Entertainment &amp; Music</b>
<b>Reports to (title)</b>	<b>MD</b>
<b>Location base</b>	<b>London</b>

<b>Appendix</b>	
<p>Leading the teams that produce; Later with Jools Holland, Glastonbury, Radio 1’s Big Weekend and Mercury Music Prize, BBC Studios Entertainment &amp; Music division are looking for a Creative Director to develop, drive and implement the commercial and creative strategy, for the Music genre for BBC Studios. The selected candidate will work to the MD for Entertainment &amp; Music, leading on all operational activities which enable the delivery of outstanding content for the division including; redevelopment and rebranding of current formats as well as the development of new IP to ensure continued, creative, commercial and reputational growth for the business.</p> <p>The chosen candidate will be responsible for ensuring the creative team are aware of and tasked with meeting editorial standards and quality output as well as ensuring production management and cost efficiencies for Music are met.</p> <p>The role will report to the MD for Entertainment &amp; Music and provide credible knowledge of both the production and music industry, understanding the specific dynamics that makes Music content work effectively for multiple audiences. With significant experience of working in Music Television, the chosen candidate will have a deep understanding of the commissioning process and of programme making using established and productive relationships with talent, agents, managers, record companies and commissioners across the music slate to lead a team of content producers and production management in the generation, concept development, testing, review and pitching of all new ideas for the genre.</p> <p>BBC Studios is looking to invest in making this genre the forefront in the Music content market so experience in overseeing significant budgets and understanding key financial drivers for Production is a must. Along with a comprehensive understanding of music industry developments and the ability to respond effectively to changes in customer and audience needs, the Creative Director for Music will lead a competitive strategy fully adaptable to major market changes.</p> <p>Demonstrating sound editorial judgement about ideas based on an understanding of target audiences, channel needs and a thorough understanding of the BBC Studio’s editorial guidelines, you will also be responsible for recognising opportunities for collaboration both within the BBC and externally; taking the responsibility of expanding the slate of work for Music for both internally for the BBC and externally with other Broadcasters and digital platforms.</p> <p>You will also have a big responsibility to manage and nurture on and off screen talent in all its diversity in order to acquire and develop the most talented creative people as well as managing individual and team performance across in-house production teams, leading by example to embed a peak performance culture. A proven track record of relationships with Agents, music management, record companies, channels and music commissioners on terrestrial and digital platforms is very much desired.</p>	

A commitment to creating both diverse content and a staff base to reflect our audiences is a must, as well as being aware of the BBC's Equal Opportunities policy to ensure we are following best practice.

- Reports directly to the MD, Entertainment & Music
- Responsible for day-to-day line management of editorial and production management in Music
- Responsible for ensuring the editorial and production teams are aware of and tasked with meeting editorial standards and quality output.
- Responsible for efficient production management and the cost efficiencies in this area.
- Support the Genre Director, in ensuring Music Content Production meets its creative and business objectives.
- Work closely with the Creative team to ensure they have the financial, operational and business support required to enable them to deliver returning strands to a high quality.
- Ensure the Creative team are aware of and are tasked with meeting editorial standards and compliance.
- Responsible for management of the Music budget spend and drive maximum value through reducing costs, increasing income and recognizing the long term benefits of creating our own IP
- Create an environment which attracts the best creative talent and enables them to deliver their best work.
- Provide inspirational leadership and support career development and talent retention.
- Ensure there is a compelling people strategy for attracting, developing and retaining key talent across the music department.

**Additional job specific responsibilities and accountabilities**

- A strong track record of winning commissions and delivering innovative content to audience across the Music genre
- Commercial and business lead for Music, responsible for working in partnership with Creatives, enabling them to do their best work.
- Experience of working with brand partners.
- In partnership with the MD, build and monitor BBC Studios' overall Music development strategy and slate.
- Stimulate creativity and ideas individually and across the team.
- Foster the transformation of rough ideas and general concepts into actions, projects, and completed products or messages.
- Demonstrate sound editorial judgment about ideas based on an understanding of target audience, channels' needs and a thorough understanding of the editorial guidelines in the BBC
- Supercharge the Music offering for BBC Studios, including cross-platform development to produce innovative, diverse ideas and support the winning of new business.
- Develop strong working relationships with Commissioners across the Music slate and leading on pitches
- Build and nurture strategic partnerships with a wide range of internal and external stakeholders ensuring the Music genre is represented credibly to the BBC and the external environment
- Build and nurture close working relationships with key talent.
- Keep abreast of the changing industry including customer and audience trends and needs, competitor activity & performance, and internal and external best practice.
- Ensure the business area operates efficiently, reducing overheads to a minimum.
- The selected candidate will have a commitment to creating both diverse content and a diverse staff base to reflect ever-changing audiences, as well as be aware of the BBC

Studio's Equal Opportunities policy to ensure we are following best practice.

<b>Approval</b>	
<b>Manager</b>	Suzy Lamb, Entertainment & Music
<b>HR Business Partner</b>	Sarah Coldwell
<b>Date</b>	<b>15<sup>th</sup> July 2019</b>