

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

### Job purpose

The Producer will develop and deliver content, ensuring that it achieves the highest creative and editorial standards, delivers on time and on budget, with adherence to BBC guidelines.

### Key responsibilities and accountabilities

- To develop and pitch ideas for multi-platform content;
- To produce distinctive content on a variety of platforms using a range of specialist production skills;
- To ensure content reflects our diverse audiences;
- To keep up to date with emerging industry trends;
- To work effectively with other departments, suppliers & partners (internal & external) ensuring the BBC maintains excellent relationships throughout;
- To manage the budgets and resources within the agreed parameters.
- Develop and manage positive working relationships with staff, contributors and talent and be able to give constructive feedback;
- Seek improvements in content production to develop further efficiencies in working practices;
- To work within BBC compliance policies, including Editorial guidelines, referring on matters of potential controversy;
- May present programmes on radio, TV or other media. Presenting duties will be additional to your normal role and will never be as much as 80% of your role;
- To be accountable for working within the BBC Legal and Health & Safety policies and guidelines.

### Knowledge, skills, training and experience

#### Essential

- A thorough knowledge of BBC editorial guidelines and other compliance policies, or the desire and ability to glean this knowledge quickly.
- Understanding of the importance of the BBC's values in accuracy and impartiality.
- A passion for and a great understanding of the area in which the role operates.
- Proven knowledge and experience of the latest production techniques and technologies and the technical skills to produce quality content across multi-platforms;
- Demonstrable knowledge and experience of working in a content production environment;
- Demonstrable ability to develop fresh, new creative ideas.
- Experience of taking ideas from concept to finished product whilst driving forward creativity;
- Knowledge of the target audience, their needs and expectations;
- Ability to establish effective short and long term relationships with a wide range of people, talent, partners and agencies.
- Effective planning and organising skills. Ability to manage 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;
- Sound editorial judgement and an ability to decide when to seek guidance and escalate issues where appropriate.
- An ability to consider a range of problems and use own judgement to apply effective, time critical solutions.
- Awareness of financial responsibility and budgets and resource management.

### Job impact

#### **Decision making**

The Content Producer may report to various roles, depending on the area of which they are working in, but can range from a Producer, Series Producer & Executive Producer to a Head of department.

#### **Scope**

Producers are accountable for the success of the content that they are producing, with editorial control from beginning to end, liaising with a number of internal and external stakeholders/third parties.

### 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>	Nations and Regions: Scotland
<b>Reports to (title)</b>	Senior Producer
<b>Location base</b>	Glasgow, Pacific Quay

<b>Organisation structure</b>	
Head of Production - BBC Scotland Multiplatform:  Lead Editor - Senior Producers - Content Producers - Researchers	

<b>Additional job specific responsibilities and accountabilities</b>
<ul style="list-style-type: none"><li>All additional job specific responsibilities and accountabilities are included in the job advert. Please pay close attention to that.</li></ul>

<b>Approval</b>	
<b>Manager</b>	Heather Kane-Darling
<b>HR Business Partner</b>	Elaine Tennant
<b>Date</b>	04/01/19