

BBC WORLD SERVICE JOB SPECIFICATION

Designation:	Broadcast Journalist, BBC Amharic Service BBC Africa
Division:	BBC World Service
Reports to:	Editor, BBC Amharic Service
Working pattern:	Continuing Contract

Africa's media landscape is changing. It is one of the fastest developing news markets in the world with mobile technology transforming lives, internet connectivity increasing, the radio market remaining relatively strong and Television migrating from analogue to digital.

The BBC World Service remains the leading international broadcaster in Africa, reaching a weekly audience of more than 100 million across all platforms and Social Media.

Over the next four years, the BBC World Service will be expanding its multimedia operations in Africa by doubling the number of language services from 6 to 12.

Three of the new language services, Amharic, Afaan Oromo and Tigrinya, will serve our audiences in Eritrea and Ethiopia. They will be based in Nairobi from where the BBC produces programmes for Kiswahili and Somali speaking audiences.

The BBC is looking for a team of excellent journalists to deliver a dynamic range of digital and radio content which will appeal to a young audience especially in Eritrea.

You will report to the Editor, BBC Amharic and also work closely with other journalists in BBC World Service and BBC News.

As a journalist you will create content to maximise the BBC World Service's impact and potential in Africa, taking into account media conditions in the target area and developments in audio, video, online and mobile platforms.

MAIN DUTIES

1. To research, interview original sources and write reports, analysis and features for the BBC Amharic website in a range of formats.
2. To help produce and/or present the BBC's live radio programme.
3. To respond to breaking stories whilst on air and to resolve technical difficulties.
4. To create content to drive the BBC Facebook page and other social media platforms.

5. To be able to conduct interviews in audio and video on request, on phone or face-to-face, with authority and in-depth knowledge about the region.
6. To ensure that all output material for which the post holder is responsible meets the standards required by the BBC.
7. To use journalistic skills and experience to suggest new angles on existing stories, means of moving the story on, and to put forward stories not yet covered.
8. To use editorial skills as appropriate to edit, write and adapt the material for the outputs on Facebook and other relevant platforms as required whilst maintaining professional journalistic standards of accuracy, impartiality and fair dealing and adhering to the BBC's Producers guidelines.
9. To create material for all multimedia outputs, including text stories, audio bulletins and – with appropriate training – video reports for both BBC Amharic online and Facebook or other social media platforms.
10. To propose ideas and help to create, produce and maintain BBC Amharic content, including making output interactive such as editing user comments.
11. To liaise closely with other team members and with contributors and reporters.
12. To ensure that BBC Editorial principles of balance and impartiality and all relevant legal, contractual and copyright requirements are met, referring upwards in cases of difficulty or doubt.
13. To build and maintain links with other areas of the BBC, including BBC World Service Online and BBC News, to enable the efficient production of content.
14. To monitor the growth of BBC Amharic on social media and other relevant platforms, its use and identify areas for expansion.
15. To offer ideas for items or series and to actively contribute to the editorial planning process for the Amharic service and other parts of BBC Africa.

ESSENTIAL KNOWLEDGE, SKILLS AND EXPERIENCE

1. A full command and up to date knowledge of written and spoken Amharic.
2. A good knowledge of English, including complete comprehension of written and spoken English and the ability to communicate effectively.
3. Wide and up to date familiarity with the target area and an in-depth understanding of its history, politics, social issues and culture as well as the changing needs of the audience.
4. Recent and relevant experience as a journalist and/or reporter would be preferable but not essential.
5. Ability to write, adapt and translate with accuracy, clarity and style appropriate to differing audiences and forms of social media.
6. A good broadcasting voice and the ability to acquire an appropriate presentation.
7. Able to demonstrate a good range of contacts for interview purposes from all walks of life.
8. Good keyboard/computer skills and the ability to acquire technical skills and to operate technical equipment. Practical experience and extensive knowledge of the Internet and an understanding of the potential of new technology is essential.
9. A thorough knowledge and understanding of news and current affairs in the target area as well as a good knowledge of and interest in, international and regional affairs.
10. A thorough knowledge of the aims, objectives and standards of BBC World Service Group.

11. An understanding of the BBC's distinctive news agenda and a wider interest in the strategy of the BBC as a whole.

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.

Creativity and Storytelling – able to come up with creative story ideas and develop them into inspiring content for digital platforms and radio.

Communication - able 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.

Influencing and persuading – able 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.

Managing relationships and team working – able to build and maintain effective working relationships with a range of people. Works co-operatively with others to be part of a team, as opposed to working separately or competitively.

Resilience – manages personal effectiveness by managing emotions in the face of pressure, setbacks or when dealing with provocative situations. Demonstrates an approach to work that is characterised by commitment, motivation and energy.

Flexibility – adapts and works effectively with a variety of situations, individuals or groups. Able to understand and appreciate different and opposing perspectives on an issue, to adapt an approach as the requirements of a situation change, and to change or easily accept changes in one's own organisation or job requirements.

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