

Job title	Senior Distribution Manager		
Job family	Distribution	Grade	E

Job purpose

In BBC Distribution & Business Development, we ensure that the BBC’s public services are innovative, prominent and available to all, now and in the future. We need an exceptional individual to join our team and play a crucial role in the evolution of BBC services and how they are delivered to audiences through broadcast and online platforms.

You will bring a strong interest in how audiences want to consume TV, Radio and online services and a desire to inspire improvement and change. You will have a deep understanding of overall strategic context, business environment, and detailed service requirements for media delivery, and will use excellent domain knowledge and commercial expertise to propose, establish and optimise how BBC services are delivered to our audiences.

You will have excellent inter-personal skills and will use these to build productive relationships at a senior level with the BBC’s external partners, and ensure the audience can enjoy our services across a diverse range of outlets and platforms.

Working with product, editorial and strategy colleagues, you will develop and demonstrate the art of the possible for BBC services and be a thought-leader for the BBC as the transition towards an online-centric future progresses. You will be responsible for managing large, complex projects that involve multiple partners and stakeholders both inside and outside the BBC.

Key responsibilities and accountabilities

The sections below describe characteristics common to Senior Distribution Manager roles across different teams within BBC Distribution and Business Development. Please refer to the appendix for more detailed characteristics that apply to roles within specific teams.

- Working closely with other BBC teams to propose solutions that provide optimum routes to market for BBC service requirements
- Instigation, scoping and management of multi-disciplinary projects to develop new and existing BBC services, directing the work of project team members across the BBC and partners, ensuring compliant and timely delivery
- Work with partners to ensure current and future distribution needs are met. Handle contract negotiations, identifying areas of opportunity and risk for the BBC, seeking and acting on legal advice as required
- Monitor partner performance, ensuring corrective action and appropriate communications to audiences and stakeholders
- Contribute to development of BBC distribution strategy across broadcast and IP, and a source of authoritative domain knowledge
- Provide briefings for senior managers orally and in writing and input into board papers for groups such as Executive Board.
- Maintain and grow a range of specialist knowledge and skills (both technical and commercial) appropriate to the requirements of the individual role, see appendix for further detail

- Grow personal profile as a subject matter expert in your specialist field and build reputation as a trusted advisor, making policy and strategy recommendations through senior briefings and board papers
- Maintain the BBC's reputation for excellence, representing the BBC to regulators, Government, industry forums and standards bodies as required
- Maintain a thorough understanding of the requirements and implications of working in a highly regulated business environment, managing risks appropriately
- Represent or deputise for Head of Distribution as required
- May act as task manager for one or more team members, and advise Head of Distribution on team performance and development
- May be required to travel within the UK and internationally

Knowledge, skills, training and experience

- Extensive domain experience and track record of achievement in the media or relevant sector
- Excellent understanding of the content delivery landscape (broadcasting and IP) and the BBC's position within it, and the strategic importance of the distribution business
- Excellent influencing and diplomatic skills, able to build trusting, productive relationships with senior level contacts inside and outside the organisation
- Excellent and adaptable persuasion and negotiation skills. Experience of influencing strategy at a senior level
- Thorough understanding and experience of legal terminology and contract principles, negotiation and practices
- Experience of working collaboratively with multidisciplinary teams across organisational boundaries, managing diverse stakeholder interests
- Project management skills and extensive experience of major projects and programmes
- Able to work on own initiative, under pressure and to tight deadlines, with a creative approach to problem solving
- Ability to deal with multiple issues as they arise, remaining calm and effective
- Flexibility in dealing with different scenarios and people, and with skills to resolve conflict
- Able to influence by example and inspire appropriate behaviours amongst colleagues
- Strong ability to build and lead effective teams, and ensuring tasks are followed through to completion
- Excellent written and oral communication skills
- Computer-literate - Word, Excel, PowerPoint & specialist software packages relevant to the activities of the role

Job impact

Decision making

- Reports to a Head of Distribution, or Controller
- Decision-maker in respect of distribution of BBC services with implications for relationships with some of the BBC's biggest partners and competitors, financial implications running into tens of millions of pounds, and significant effects on the

availability, prominence and innovation of the services

- The Senior Distribution Manager will be expected to perform the role within the framework of the BBC's leadership values and behaviours and inspire such behaviour in others

Scope

- Responsible for contract spend running into tens of millions of pounds, or for relationships of comparable significance in terms of their impact on BBC services
- No direct line management responsibility, but leading role in inter-divisional groups and teams
- Responsible for direction of ad-hoc teams for the duration of projects - setting of objectives, supervision of quality standards, support and motivation of team, recognition and exploitation of team's strengths and roles. May involve selection of team members and performance appraisals.

Other information	
For Reward team use only	
Job Code	
Definition:	Content / Content Support / Support

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

Job title	Senior Distribution Manager (Ventures)
Division	Design and Engineering
Reports to (title)	Controller, Distribution Ventures
Location base	Broadcast Centre, London W12

As noted, the generic job described above excludes some additional responsibilities and technical skills that are specific to this particular role. This appendix to the generic job description describes these.

Additional job specific responsibilities and accountabilities
<ul style="list-style-type: none"> • Driving strategic projects and developing proposals for the heads of the D&BD department • Influencing and working collaboratively across organisational boundaries to drive strategic decisions forward and to support the heads of the department with complex communications • Provide briefings for senior managers orally and in writing and lead on the preparation of board papers for groups such as the Executive Committee. • Manage the day to day relationship with the BBC’s distribution joint ventures (Freeview, YouView, Freesat and Digital UK) and support the Controller in making recommendations relating to the long term strategic future of such ventures. • Manage specific areas of work required to establish new partnerships and business opportunities that could generate new revenue options to the BBC (e.g. capacity sale processes, creating of new commercial vehicles) • Manage complex contract negotiations and accounts relating to the BBC’s distribution platforms (e.g. Freeview) and suppliers (e.g. SES). • Lead on scoping, commissioning and managing packages from external consultancy companies and relevant industry experts to inform strategic thinking and decisions • Lead on developing responses to Ofcom’s and other relevant organisations’ consultations to protect the BBC’s interests in the context of our TV and radio strategies
Additional knowledge, skills, training and experience
<ul style="list-style-type: none"> • Experienced in influencing strategy at a senior level • Accomplished in preparing briefings and proposals about complex strategic proposals and turning around briefings, recommendations and business cases effectively • Has a sound understanding of legal terminology and contract principles, creating of business cases and financial modelling • Experienced in understanding and influencing sensitivities and effective management of joint venture issues • Able to demonstrate strong negotiating skills and experience in setting commercial strategy objectives