

ROLE TITLE	Assistant Producer (SEO & User Building)		
BBC GRADE	7D	DATE MODIFIED	June 2015
Division	Television		
Department	BBC Learning		
Location	Bristol		
Reports to	Producers, BBC Learning		
Responsible for	No formal line management		
Budgetary responsibility	NA		
Departmental context	<p>BBC Learning seeks to connect, create and magnify powerful opportunities for learning across the entire BBC to inspire all audiences.</p> <p>We do this by co-commissioning a substantial portfolio of programmes and by producing a range of learning resources delivered online, on-air and through face-to-face activities.</p> <p>BBC Bitesize is the home for the BBC's formal learning content. Work on the next phase of the site is underway and will embrace new audiences including students and teachers across primary and secondary schools, plus adult skills learners and tutors.</p> <p>Working with both internal and external partners, we also commission and create large scale events, multi-platform resources and outreach activity that add real value to existing BBC content. Recent collaborations include Stargazing Live, CBeebies Panto, R1's Academy, World War One Tour and the Bristol Food Show.</p> <p>BBC iWonder, www.bbc.co.uk/iwonder is a digital, factual proposition created by BBC Learning & aimed at inspiring curiosity and a desire to learn within mainstream audiences. With content that spans across a range of genres, iWonder aims to deliver high quality content through innovative formats whilst creating a single, consistent online user experience.</p> <p>At the heart of iWonder is the innovative interactive guide format that provides a compelling way to create educational narratives. The guides – presented by experts and BBC talent – aim to feed curiosity by exploring different perspectives on thought-provoking questions sparked by everyday life, either through BBC programmes, current events, seasons and anniversaries.</p> <p>As a department we play a central part in meeting the BBC's purpose of promoting education and learning. We provide opportunities for all audiences by inspiring them to learn new skills, knowledge or ideas. We are committed to delivering key skills to learners throughout the UK from the best learning resources.</p> <p>We value ambition, high performance and risk taking. We connect and collaborate across the BBC. We are committed to always learning.</p> <p>BBC Learning is part of BBC Television and BBC North.</p>		



<p>Scope of role</p>	<p>Assistant Producers in BBC Learning play a central role in the development and production, on schedule and to budget, of brilliant content fulfilling the departmental vision to inspire a life full of learning for all our audiences.</p> <p>They need to be innovative, creative and able to use audience insight to inform content creation.</p> <p>They have to have an interest in and an ability to adapt to the latest technologies to ensure we're delivering educative material to audiences how they want it, when they want it and where they want it.</p> <p>Assistant Producers are expected to work effectively with colleagues elsewhere in the department and the BBC to ensure their portfolios are joined up in ways that make sense to audiences and have real impact.</p> <p>Assistant Producers are encouraged to move around the department – building skills in all aspects of the business including linear production, online content and face to face activity when appropriate.</p> <p>The SEO & User Building AP will be part of the team that is responsible for best practice around building audiences ('User Building') in our online content and for managing external companies to deliver editorial micro-commissioning activities.</p>
<p>Key Responsibilities</p>	<p>Budget awareness – working to ensure value for money and value for audiences.</p> <p>Collaboration – working effectively with other staff and external partners in a professional and productive manner.</p> <p>Creative renewal – ensuring excellent ideas are translated into excellent content.</p> <p>Audience awareness – using and promoting latest audience insight to ensure content is appropriate and engaging.</p> <p>Technological awareness – the ability to work with new and emerging technologies to deliver content to audiences in effective ways</p> <p>New ways of working – the ability to embrace new ways of working in line with the development of the K&L product.</p>



<p>Objectives for role</p>	<ul style="list-style-type: none"> • To ensure all content is of a first class standard: thoroughly researched and accurate, aligning with the BBC Learning audience needs and expectations. • To take responsibility for discrete projects as & when directed – overseeing informally the contributions of researchers & team assistants, ensuring that content is delivered on time and on budget. • To work effectively with suppliers & third parties ensuring BBC Learning maintains excellent relationships throughout. • To help to plan and organise (in conjunction with a Producer) the timely delivery of all content and projects produced for the Department, from internal and external suppliers. • To work across a range of media formats and platforms including face to face activity as and when appropriate. • To collaborate with colleagues, stakeholders and other teams to ensure that by working together we achieve the best possible results. • To come up with great ideas and recognising great ideas when others come up with them and fully engage with the Department’s development processes. • To be aware of factual and learning content created elsewhere in the BBC and the wider market. • To fully engage with the department’s development process to ensure a constant flow of fresh, innovative ideas that will inspire our audiences. • To ensure all content meets the needs of the iWonder product. • To ensure that output complies with the BBC Health and Safety policy.
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Skills, knowledge and experience

- Experience in using web analytics and translating them into ideas to improve reach and the audience experience
- Good knowledge of Agile methodology and ability to use tools such as Confluence and Jira
- Ability to communicate statistical and technical information to editorial groups in a clear and concise way, giving actionable insights
- Competent web literacy and an understanding of search engine optimisation principles and practice.
- Ability to translate audience knowledge into imaginative and compelling digital content ideas.
- Experience of organising, scheduling and prioritising projects with deadlines.
- Strong journalistic and web writing skills and attention to detail with good editorial judgement, accuracy and sensitivity
- Ability to make the most efficient use of resources and to operate within financial and other constraints
- Strong web and computer literacy. Experience of using publishing and editing tools as well as social media. Knowledge of the media landscape and emerging technologies
- The ability to work collaboratively as part of a team
- Knowledge of coding, design and product development practices and their impact/importance from an editorial perspective
- Experience of using online publishing and editing tools, as well as social media.
- The ability to generate a mixture of creative and pragmatic solutions to challenges.
- Knowledge of the media landscape and emerging technologies.
- Ability to influence, negotiate and communicate effectively both internally and with external agencies/partners.
- The ability to understand budgets and to liaise with Production Management colleagues to ensure we are always achieving value for money.
- Excellent communication and interpersonal skills, and a high standard of written English.
- A demonstrable understanding of the BBC's editorial guidelines and an awareness of how they impact on our content.
- Experience in managing relationships with a variety of stakeholders.
- Working knowledge of BBC practices and policies such as diversity, equal opportunities.
- It would be desirable for candidates to have working knowledge of HTML and/or XML



<p>Competencies</p>	<p>Collaborating across boundaries – helps to connect people, ideas, processes and issues. Sharing resources, knowledge ideas and skills across the organisation, builds helpful, productive relationships across the organisation and beyond.</p> <p>Developing others – no formal line management, but has the ability to recognise potential in junior staff and helps to creates & maintain a climate in which potential is supported and developed.</p> <p>Editorial Judgement - demonstrates balanced and objective judgement based on a thorough understanding of BBC editorial guidelines, target audience, programme and departmental objectives. Makes the right editorial decisions with guidance.</p> <p>Flexibility – able to adapt and work 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.</p> <p>Imagination and Creative Thinking - able to help transform creative ideas into practical reality, with guidance and will look at existing situations and problems in novel ways. Will come up with creative solutions with manager guidance.</p> <p>Planning and organising - Prioritises and plans activities taking into account all the relevant issues and factors such as deadlines, staffing and resources, with line manager guidance at outset.</p> <p>Resilience - Determination not to allow the first hurdle, to be a barrier to your ideas & work & demonstrates commitment, motivation and energy at all times.</p>
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