

## Job Description

<b>Job title</b>	Digital Senior Journalist, North Africa Affairs
<b>Department</b>	BBC Arabic Service – Cairo office
<b>Division</b>	World Service Group
<b>Reports to</b>	Online Editor
<b>Contract</b>	

### About BBC Arabic

BBC Arabic is the largest BBC language service, providing news, current affairs and programmes on Radio, TV and Online to Arabic speaking audiences in the Middle East and across the world, 24 hours per day, seven days per week.

The output is modern in style and outlook and adheres to BBC values of accuracy and impartiality. It has broad appeal, free from commercial, political and religious affiliations or pressures.

As a senior member of the digital editorial team, you will contribute to BBC Arabic's expanding engagement with the audience, including strategies for reaching groups that are currently under-served. You will curate the best digital storytelling for a diverse Arabic audience.

You will take editorial responsibility for the North Africa output, online and on social media, and you are expected to work closely in coordination with the digital, radio and television, Newsgathering and Planning teams

Your role will be part of other production staff to ensure that BBC Arabic Digital as a whole works together to meet the needs of all of our audiences, and collaborate closely with other senior digital journalists. You will also be expected to ensure that the best journalism from BBC Arabic on all platforms is properly integrated into digital output and shared with the rest of the BBC.

With Arabic as your first or equivalent language, you will be fluent in English and have an up to date and comprehensive knowledge of North Africa, Middle East and international current affairs. A good understanding of the role of social media in our journalism is essential.

You will need to be able to prove deep and broad experience in journalism, and specifically in digital journalism, and to demonstrate knowledge of digital markets, trends and technologies.

You will be fully aware of latest technological developments as they affect our services, understanding industry trends and leading the editorial teams in the adoption of new techniques and technology.

### Skills, Knowledge and Experience:

Significant recent editorial experience specifically in digital journalism, including in originating ideas and material, and in editing and overseeing the work of others.

Strong editorial judgement and proven ability to make sound editorial decisions working to deadlines, and to quickly identify, prioritise and interpret the key stories of the day.

A thorough and demonstrable understanding of the processes and principles of BBC journalism, including the Editorial Guidelines and BBC Values.

A detailed knowledge of digital markets, industry trends and the latest technological developments as they affect BBC Arabic's services, including keeping up-to-date with the changes in technology, competition and commercial development and commissioning / producing content tailored for mobile audience.

Demonstrable experience of imaginative and advanced use of a range of social media platforms, and an excellent understanding of the role of social media in BBC Arabic's journalism.

A clear understanding of the needs of BBC Arabic's digital audiences and a thorough knowledge of the BBC Arabic website, its allied services and our other digital output.

Fluent spoken and written Arabic and English.

Good contacts in the digital world, and a strong awareness of the digital news industry in the Middle East.

Excellent understanding of and ability to use a range of digital technical skills.

A strong interest in and thorough knowledge of North African and the Middle East news agenda and the international news agenda.

## **COMPETENCIES**

**Languages:** Fluent spoken and written Arabic and English.

**Editorial Judgement:** You will be able to make the right editorial and policy decisions based on a clear understanding of the BBC's distinctive news agenda - particularly in the context of an online audience.

**Imagination/Creative Thinking:** You will be able to transform your creative ideas into compelling and appropriate content. You will be able to think of innovative and creative solutions to problems and challenges.

**Influence & Persuading:** You will be able to think through and communicate your plans and ideas to others. You will be able to persuade others to take on and work with your ideas.

**Planning & Organisation:** You will be able to think ahead to prioritise and plan your workload efficiently. You will be able to multi-task and respond effectively to change.

**Resilience:** You will be able to maintain personal effectiveness in the face of pressure, and demands from others. You will be able to maintain your commitment, motivation and energy under all circumstances.

**Managing Relationships & Team Working:** You will be able to build and maintain effective working relationships with a range of people and work with others as part of a team.

**Communication:** You will be able to get your message across and understood to a range of people and groups.

**Understanding Diversity:** You will understand diversity in its widest sense and appreciate the uniqueness of self and others, and how individual differences can benefit the BBC. You will demonstrate a commitment to improving diversity in the BBC and take a balanced approach to discussing and taking action on diversity issues.

## **Role and duties**

To lead on the Digital North Africa content.

To act as a point of editorial reference regarding North Africa, providing editorial leadership as required.

To work closely with colleagues in online other platforms in Cairo as well as the online team in London to ensure cooperation between teams, to contribute to the planned coverage of upcoming stories and help with commissioning.

To curate the best digital stories targeting our audience in North Africa.

To have dynamic ideas, connections and a strong awareness of the digital news industry in the Middle East.

To work with the Cairo online team and with planning and newsgathering, to deliver digital journalism. You will be responsible for ensuring we continue to deliver the best practices.

To use your extensive knowledge about the user experience to deliver exciting, visual journalism. You will have ideas about the mixture of content, frequency, packaging and discoverability for the mobile audience.

To help the service in general to build authentic connections and engagement between the BBC and its audience.