

Job title Social Media producer

Grade C

Job purpose

The purpose of the role is primarily to develop and execute a successful social media strategy for BBC Reel, create outstanding digital content and grow our audience on social media platforms and on the site.

The role involves research, identifying trending editorial topics and trends in social platforms. Pitching and producing original BBC Reel content geared toward social audiences. Engaging our audiences while monitoring off-platforms conversations for campaign ideas. Providing concrete insights and carry out innovative projects that will dramatically improve our content performance.

Key responsibilities and accountabilities

- Develop and implement an outstanding social media strategy for BBC Reel with the goal of growing our audience on- and off-site
- Track success through engagement rates, growth statistics, readers responses and other metrics
- Create a distinctive voice for BBC Reel on social media
- Create content, including production of social video that meet the BBC's highest editorial standards.
- Exercise editorial judgment in developing ideas and producing accurate and impartial journalism.
- Provide insight into emerging platforms, trends or behaviours in social media.
- Engage and interact with our audience across social platforms, monitor conversations that can feed into the idea generating process for the site
- Use data to provide feedback on performance and engagement with BBC Reel content on social media platforms
- Help cultivate and develop editorial relationships across the BBC and with external partners.
- Post editorial content to our social media platforms in line with KPIs, keeping audiences at the heart of your work.
- Ensure that all content or language published to our social media platforms adheres to BBC editorial guidelines
- Promote diversity, ensuring that content reflects the diverse nature of the BBC's global audience
- Routinely fulfill duties unsupervised.
- Liaise closely with other team members and with other departments in the BBC, to ensure that output material is shared, duplication is avoided, and best practice is upheld
- Prioritise and plan activities taking into account all the relevant issues and factors such as deadlines staffing and resources available.

Essential

- Experience in creating successful social media content for media companies
- Solid knowledge of social media best practices, digital trends, entertainment and the social media/emerging technologies landscape
- Sound editorial judgement based upon a clear understanding of the BBC's distinctive editorial guidelines
- Significant experience in filming and editing compelling short documentaries, explainers and digital videos
- A strong talent in visual storytelling
- Fluent in using FinalCutPro, and/or Adobe Premiere
- A clear, fluent writing style and an ability to produce strong headlines, summaries and promotional texts in British English
- A vivid interest and experience in a variety of magazine topics, such as culture, science, history, psychology and travel.