

<b>Job title</b>	<b>Distribution Manager</b>		
<b>Job family</b>	<b>Distribution</b>	<b>Grade</b>	<b>D</b>

**Job purpose**

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

You will have well-developed knowledge in the field of electronic media distribution. You will also have a strong interest in how audiences want to consume TV, Radio and online services and a desire to initiate improvement and change.

You will have an understanding of overall strategic context, business environment and service requirements for media delivery, and will use personal domain and commercial expertise to propose, establish and optimise how BBC services are delivered to our audiences. You will work with the BBC’s external partners to build productive relationships and ensure that the audience can enjoy our services across a diverse range of outlets and platforms.

Working with editorial and strategy colleagues, you will help to develop and demonstrate the art of the possible for BBC services, and contribute to BBC strategy as the transition towards an online-centric future progresses. You will be a key contributor to larger, complex projects and take responsibility for leading substantial projects of your own.

**Key responsibilities and accountabilities**

*This section describes characteristics common to 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 BBC stakeholders (e.g. TV, Radio, News) to propose solutions that provide optimum routes to market for BBC service requirements
- Scoping and management of 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 within budget
- Manage third parties and the BBC’s key partners to ensure current and future distribution needs are met. Support contract negotiations, identifying areas of opportunity and risk for the BBC, seeking and acting on legal advice as required
- Monitor partner performance against BBC requirements, industry standards and best practice, proposing corrective action and providing appropriate communications to audiences and stakeholders
- Maintain a range of specialist knowledge and skills (both technical and commercial) appropriate to the requirements of the individual role, which may include one or more of the following fields:
  - Online outlets, social media, emerging technologies (e.g. VR and AR)

- Third-party platforms including pay and OTT TV operators, Voice-based platforms
- Free-to-air broadcast systems (TV, Radio and metadata) and hybrid broadcast-IP systems
- Broadcast spectrum planning
- Grow personal profile as a subject matter expert in your specialist field, contributing to the development of the BBC’s distribution strategy, briefings to senior managers and board papers
- Maintain the BBC’s reputation for excellence, representing the BBC to regulators, industry forums and standards bodies as required
- Grow and maintain a thorough understanding of the requirements and implications of working in a highly regulated business environment
- Represent or deputise for Senior Distribution Manager or Head of Distribution as required.
- Identify opportunities, evaluate options and make recommendations for changes in business practices e.g. to deliver future efficiencies and cost savings.
- May be required to travel within the UK and internationally.

**Knowledge, skills, training and experience**

**Essential**

- Degree or equivalent experience
- Extensive domain experience and track record of achievement in the media sector
- Thorough understanding of the content delivery landscape (broadcasting and IP) and the BBC’s position in it, and the strategic importance of the distribution business
- Good influencing and diplomatic skills, able to build trusting, productive relationships with senior level contacts inside and outside the organisation
- Strong persuasion and negotiation skills. Experience of influencing strategy at a senior level
- Good 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 demonstrable 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
- Ability to build and lead effective teams, and to ensure tasks are followed through to completion
- Excellent written and oral communication skills

- Proficient with common workplace software & specialist software relevant to the activities of the role

**Job impact**

**Decision making**

- *The Distribution Manager reports to a Head of Distribution, or Controller, Distribution*
- *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 millions of pounds, and significant effects on the availability, prominence and innovation of BBC services*
- *The 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**

*Finance: As above, responsible for contract spend running into millions of pounds, or for relationships of comparable significance in terms of their impact on BBC services*

*Line Management: No line management responsibility, but plays an important role in inter-divisional formal groups and teams, and/or national or international advisory and decision-making bodies*

*Ad-hoc Teams: May be required to participate and lead ad-hoc teams both internal to the BBC and external. Typical team size 5 – 10.*

**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.*