

## **JOB DESCRIPTION**

Job Title:	Journalist (Social Media)
Department:	BBC Africa
Location:	Nairobi, Kenya
Grade:	Local Terms and Conditions
Reports to:	Programme Editor, BBC Africa
Contract:	Continuing

### **Context**

The BBC is an international multimedia broadcaster on radio, TV, digital and social networks with a weekly global audience of 320 million. As part of an historic and exciting growth of BBC Africa, we are expanding our TV and digital content in the following genres – Investigations, Business, Children’s News, Sport, Technology, Satire and Women’s Affairs.

### **The Job**

We are looking for a Social Media Journalist to join our team in Nairobi. This role will work on the BBC Africa social media platforms. It will help ensure the best content from our new Africa TV programmes reaches our audiences on social platforms, in an engaging and compelling way.

The ideal candidate will have demonstrable experience of engaging with audiences on social media platforms, along with having excellent editorial experience and strong writing skills. You will also have an excellent understanding and awareness of African audiences and the sorts of social content they are going to like, share and comment around.

You will be generating and editing social media contents for Africa digital sites and Africa language sites and all platforms, Facebook, Instagram, YouTube, Twitter and others, as relevant to Africa. With the aim of maximising reach and awareness you will ensure that the social offer is engaging, coherent, upholds our editorial values and further establishes BBC Africa as a ground breaking interactive site amongst young audiences.

Shift work may be required which could include early/late shifts, weekends and public holidays.

You may be required to travel to London and across Africa.

### **Main Duties**

- Build and manage our communities and audiences across our social channels.
- To create content for social platforms and occasionally write for our website in an engaging format with the audience.
- To think up original ways to tell stories, especially for existing and emerging digital platforms.

- To produce and commission short-form and long-form digital content.
- To create and commission content for social – videos, online stories, gifs, pictures, Facebook Lives, Instagram Stories, etc. from the BBC Africa TV programme genres
- To be up to date with the new trends on social media and react accordingly.
- Test and provide feedback on new social tools.
- Ensure all content published and commission adheres to BBC Editorial Guidelines and commitment to the editorial aims of BBC News.
- To work with graphic designers to produce creative and original graphics sequences which can be shared by other BBC departments.
- Working closely with colleagues from BBC Africa to identify promising story ideas and content, and help adapt it for online audiences where appropriate.
- To generate ideas and material that can work across all platforms in order to maximise impact and efficiencies.

### **Skills and Experience**

- Good knowledge of news and current affairs and the wider African market.
- Proven text journalism writing and editing skills .
- Excellent written and spoken English is essential. Swahili language is desirable.
- Good understanding of social media and user generated content, and of different digital platforms and devices.
- Decision making based on social media analytics tools such as Facebook Insights, Crowdtangle and YouTube analytics.
- Experience of creating high quality copy and create assets (video, images, gifs) that can be used across the social media channels in accordance with channel priorities.
- An understanding of the broader digital landscape in Africa and a proven interest in keeping up to date with developments in social media.
- Proven record of using social media effectively to engage audiences.
- Good knowledge of Facebook, Instagram, YouTube and Twitter particularly around posting formats and best practice, engagement and technical issues.
- Creativity and ideas generation.
- Good planning and organisational skills.
- Good team working skills.
- Proven editorial judgement and the ability to make decisions under tight deadlines.
- Well-developed organisational skills and the ability to maintain a high standard of performance whilst under pressure.

### **COMPETENCIES**

**Editorial Judgement** - Makes the right editorial and policy decisions based upon a clear understanding of the BBC Editorial Guidelines and editorial policy.

**Subject Knowledge** - Demonstrates a good knowledge of mainstream sport. Develops increasingly useful contacts and sources.

**Decision Making** - Is ready and able to take initiative, and make decisions to tight deadlines.

**Planning and Organising** - Is able to think ahead in order to establish an effective and appropriate course of action for self and others. Prioritises and plans activities taking into account all the relevant issues and factors such as deadlines, staffing and resources requirements.

**Analytical Thinking** - Able to simplify complex problems, process projects into component parts, explore and evaluate them systematically.

**Imagination and Creative Thinking** - Translates sports stories and events into high quality content through a detailed understanding of the requirements of the broadcast media and possession of the necessary writing, directing and reporting skills.

**Resilience** - Can maintain personal effectiveness by managing own emotions in the face of pressure, setbacks or when dealing with provocative situations. Can demonstrate an approach to work that is characterised by commitment, motivation and energy.

**Communication** -The ability to get one's message understood clearly by adopting a range of styles, tools and techniques appropriate to the audience and the nature of the information.

**Influencing and Persuasion** - Ability to present sound and well-reasoned arguments to convince others. Can draw from a range of strategies to persuade people in a way that results in agreement or behaviour change.

**Managing Relationships and Team Working** - Able to build and maintain effective working relationships with a range of people. Highly effective team player; works for the benefit of the whole team.

**Understanding Diversity** - Understands and appreciates the uniqueness of self and others. Demonstrates, and is committed to improving, understanding of why people react in particular ways. Understanding diversity in its widest sense. Demonstrates a commitment to improving diversity in the BBC. Takes a balanced approach to discussing and taking action on diversity issues. Articulates how individual differences can benefit the BBC.