

## **JOB SPECIFICATION**

**Job Title:** Broadcast Journalist  
**Department:** BBC Yoruba Service  
**Reports to:** Editor, Yoruba Service  
**Base:** Lagos  
**Package:** Local terms and Conditions  
**Contract:** Continuing

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### **JOB INTRODUCTION**

Africa's media landscape is changing. It is one of the fastest developing news markets in the world with mobile technology transforming lives, internet connectivity increasing, the radio market remaining relatively strong and Television migrating from analogue to digital.

The BBC World Service remains the leading international broadcaster in Africa, reaching a weekly audience of more than 100 million across all platforms and Social Media. Globally, the BBC reaches a weekly audience of 320 million across various platforms.

Over the next four years, the BBC World Service will be expanding its multimedia operations in Africa by doubling the number of language services from 6 to 12. Three of the new language services, Yoruba, Igbo, and Pidgin, will serve our audiences in Nigeria and West Africa. They will be based in Lagos, working alongside our operation in Abuja from where the BBC currently produces its Hausa service output. There is a strong emphasis on reaching and connecting with young audiences.

We are now looking for excellent Broadcast Journalists with the relevant technical and language skills to join the new Yoruba service.

Shift work will be required which will include early mornings, late nights, weekends and public holidays.

### **ROLE RESPONSIBILITY**

As a BBC Broadcast Journalist you will work creatively across all digital platforms – audio, video and text – to ensure that the Yoruba Service output develops and grows a distinctive character and status in its target area. On a daily basis, you will engage actively with the audience ensuring consistency of output. You will be required occasionally to do some field reporting.

The successful candidate will have some experience within a media environment. Fluent in Yoruba and English (written and spoken), you will have experience of delivering creative output on online platforms. Knowledge of local, regional and international news and current affairs is essential. You will have knowledge of and recent experience of living in the target area, including a good understanding of the complexities of Nigeria. Ability to work under pressure and to react to breaking news is essential.

You must have work authorisation for Nigeria.

## **MAIN DUTIES**

1. To create original digital material for all multimedia output (audio, online, and social).
2. To be responsible for a moving story, amending and updating material as required.
3. To keep abreast of evolving news stories and emerging trends aimed at the Nigeria audience
4. Must have an awareness of and a keen interest in the needs of young and female audiences
5. To create sharable content with the other Nigeria Language Services and wider BBC outlets.
6. All broadcast journalists with bi lingual skills may be required to work with or move to other Nigeria Language service teams.
7. To perform live across all digital platforms, audio or video with or without a script or in recording sessions, either as Programme Producer, or as a participant in others' productions.
8. To attend editorial meetings and contribute to the commissioning process, looking beyond the daily news agenda to ensure a rich, varied and original coverage across all platforms.
9. All journalists may be required to travel off base on short reporting trips and assignments, as required.
10. To ensure that BBC Editorial guidelines and all relevant legal, contractual and copyright requirements are met, referring upwards in cases of difficulty or doubt.
11. To contribute to other areas of the BBC including BBC News and Online.

## **REQUIRED SKILLS & EXPERIENCE**

1. Fluency and up to date knowledge of Yoruba (written and spoken) and the ability to type quickly and accurately.
2. Fluency in English including complete comprehension of written and spoken English and the ability to communicate effectively.
3. Familiarity with video editing and writing for pictures and understanding social media.
4. Familiarity with news production systems, and a willingness to learn to operate new technology and to be able to adapt to different working methods.
5. Ability to write creatively in an engaging manner, produce and translate with accuracy, clarity and style appropriate to a young audience.
6. Familiarity with the internet and an awareness of the potential of new technology.
7. A demonstrable interest in working in a multimedia environment and in encouraging audience involvement.
8. Familiarity with the region to which the Service broadcasts and an understanding of the region's history, politics, social issues and culture as well as the changing needs of the audience.
9. A good knowledge of, and interest in, international current affairs, particularly in so far as they affect the target areas.

10. A good broadcasting voice and the ability to acquire the appropriate presentation style is desirable.
11. A willingness to understand and adopt the editorial aims and policies of BBC and to abide by BBC Values.
12. Knowledge of the aims, objectives and standards of BBC World Service and Global News.

## COMPETENCIES

The following competencies (behaviours and characteristics) have been identified as key to success in the job. Successful candidates are expected to demonstrate these competencies.

- **Editorial Judgement** - demonstrates balanced and objective judgement based on a thorough understanding of BBC editorial guidelines, target audience, programme and department objectives. Makes the right editorial decisions, taking account of conflicting views where necessary. Ability to take public comments on board and to make appropriate editorial changes to content.
- **Creative Thinking** - able to transform creative ideas into practical reality. Evidence of innovation and the ability to devise creative solutions by developing novel ideas or adapting existing ones in new ways. Evidence of a desire to create beautiful, quality content.
- **Planning and organisation** - able to think ahead in order to establish an efficient 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.
- **Communication** - able 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. As well as the ability to motivate and deal sensitively with people who may be working to tight deadlines
- **Influencing and persuading** - able 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. Works co-operatively with the ability to work with other teams in developing tools, features and services.
- **Developing Others** - able to recognise potential (managerial, professional, artistic or otherwise) and is willing to foster the development of that potential. Creates a climate in which potential can be realised.
- **Resilience** - manages personal effectiveness by managing emotions in the face of pressure, setbacks or when dealing with provocative situations. Demonstrates an approach to work that is characterised by commitment, motivation and energy.
- **Flexibility** - adapts and works 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, and to change or easily accept changes in one's own organisation or job requirements.

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(A job specification 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.)