

<b>Job title</b>	<b>Assistant Content Producer</b>		
<b>Job family</b>	<b>Content Production</b>	<b>Proposed band</b>	<b>C</b>

**Job purpose**

The Assistant Content Producer will assist in the preparation and production of creative content. These roles will contribute creative ideas, bringing highest quality content production skills which may involve research, technical operations, audio, digital and interactive production activities.

- Key responsibilities and accountabilities**
- To support the development, management and creation content on a variety of platforms.
  - To work effectively with other departments, suppliers & partners (internal & external) ensuring the BBC maintains excellent relationships throughout.
  - To ensure all content is of a first class standard: thoroughly researched and accurate, in-keeping with audience needs and expectations.
  - To ensure that output complies with BBC editorial, technical, design and accessibility standards, and that BBC Health and Safety policy is observed.
  - To be technically proficient to the requirements of the role.
  - Direct and co-ordinate resources in a busy, production environment, where necessary.
  - Nurture and develop more junior members of the team.
  - To ensure BBC output reflects the needs of our audiences.
  - To have the desire to develop specialist production skills to be able to operate in a multi-skilled environment.
  - Undertake administration duties relevant to the production’s smooth running where necessary.
  - Interpret and implement creative briefs from key stakeholders and to work within the resources allocated.

- Knowledge, skills, training and experience**
- Essential**
- A knowledge of BBC editorial guidelines and other compliance policies, or has the desire to glean this knowledge quickly.
  - Understanding of the importance of the BBC's values in accuracy and impartiality.
  - Experience in creating first class content.
  - Demonstrable experience of working in a broadcast or content production environment
  - Familiarity with research techniques and sources for the verification of the accuracy of material.
  - Experience of writing clear and concise material which may be used for briefs, scripts, or digital platforms.
  - Ability to use IT proficiently, including a range of software packages.
  - Experience of influencing, negotiating and communicating effectively both internally and with external agencies/partners.
  - Effective planning and organising skills. Ability to concentrate on several areas of work at one time, prioritising, delivering consistently to deadlines and reacting positively to changes and conflicting priorities.
  - Ability to prioritise a conflicting workload efficiently and to maintain standards of accuracy and attention to detail when working to deadlines or changing priorities.
  - Able to use firm judgment and understanding of when to seek guidance from experts /

- escalate issues where appropriate
- Ability to develop creative ideas, which engage diverse audiences in a demanding creative environment.
  - Demonstrable level of creativity - able to bring fresh new approach and bring out creative ideas in others.
  - Oversee and where necessary, direct the work of other resources and manage positive working relationships with staff, contributors and talent
  - An up to date knowledge of the BBC's diverse audiences and their needs and expectations and use this to shape creative and engagement output.
  - The ability to problem solve and suggest effective solutions.
  - Awareness of financial responsibility and budgets.

**Job impact**

Decision making

The Assistant Producer may report to various roles, depending on the area of which they are working in, but can range from a Producer to an Executive Producer.

The job holder will receive an appropriate level of editorial guidance and direction.

Scope

The role of the Assistant Producer is to assist the Producer/Executive Producer or similar to create content for a specific area of interest, and to supervise different stages of the production process using broad production skills gained with experience in a production environment.

**Other information**

**For Reward team use only**

Job Code	
Definition:	Content

*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.*

**Appendix**

There may be sub-sets of the generic job described above which require additional technical skills. This appendix to the generic job description can be developed to cover such situations.

<b>Division</b>	Content
<b>Reports to (title)</b>	Editorial Manager, BBC iPlayer
<b>Location base</b>	London

<b>Organisation structure</b>	
<p>BBC iPlayer is at the forefront of our strategic goal to reinvent the BBC for young audiences and we have ambitious targets to maintain our position as a market leader.</p> <p>The iPlayer Editorial Team’s focus is to curate and optimise content on iPlayer to provide a world class service for our audiences.</p> <p>We work in a creative environment that is audience and data driven, shaping the future of a more personalised iPlayer through collaboration with colleagues in Content, Design &amp; Engineering and Marketing &amp; Audiences.</p>	

<b>Additional job specific responsibilities and accountabilities</b>
<ul style="list-style-type: none"> <li>• To work as the lead copy writer for editorial programme promotions across iPlayer and optimise copy for audiences.</li> <li>• To ensure that copy reflects the tone of each programme, is accurate and drives engagement.</li> <li>• To develop and maintain the copy writing guide to a high standard, working with the Editorial Manager and relevant stakeholders.</li> <li>• To work collaboratively with partners from across the BBC and externally to ensure editorial output on iPlayer is of the highest standard.</li> <li>• To publish and optimise the presentation of content across all areas of iPlayer and programme pages as required.</li> </ul>

<b>Approval</b>	
<b>Manager</b>	Matt Humphreys
<b>HR Business Partner</b>	Anthony Carlton
<b>Date</b>	