

BBC WORLD SERVICE
JOB SPECIFICATION

Designation:	Broadcast Journalist (Women Affairs)
Department:	BBC World Service, Afghan Service (Pashto)
Location:	Peshawar, Pakistan
Reporting to:	Pashto Online Editor, Afghan Service
Contract:	Fixed Term

CONTEXT

BBC World Service is an international multimedia broadcaster, part of BBC News, delivering a wide range of language and regional services and working increasingly with other parts of BBC News to serve global audiences. It uses multiple platforms to reach its weekly audience of 320 million globally, including TV, digital platforms including social media, AM, FM, shortwave, digital satellite and cable channels. As part of a historic and exciting expansion, the BBC World Service is expanding its language services serving audiences in Persian, Dari, Pashto, Turkish, Uzbek and Kyrgyz.

All Language Services are multiplatform, with a multimedia website with a focus on digital video, text, interactivity for both desktop and mobile platforms, and a daily TV news programmes for each service. Each service aims to make international news relevant to the specific Near East audience, and bring international perspectives to bear global developments.

JOB DESCRIPTION:

- The BBC World Service's Afghan Service is looking for a dynamic journalist to source, curate and commission blogs on women's issues from the area.
- Working with online/ digital and social media journalists from the region the Women Affairs journalist would be expected to identify, sub and distribute compelling blogs back to the services and where appropriate to News Online. The post holder will report to the Pashto Online Editor.
- They will be expected to work collaboratively with Women's Affairs Journalists in other World Service regions, and is likely to have a dotted line to a central coordinating role on pan World Service and News projects.

DUTIES:

- To produce and develop a Women's blogging network within the region and among diaspora from the region.
- To identify compelling blogs/ bloggers and translate content in a form suitable for our multiple platforms.
- To be up to date with the news agenda in Afghanistan and understand how it's playing out in social spaces.
- To sub and curate blogs to a high standard.
- To commission bloggers taking editorial responsibility for content.
- To work with website & social teams to ensure content is well placed and distributed appropriately.
- To join or build dedicated communities around the subject and seed content where appropriate.
- To ensure that on- and off-site conversation with users is of the highest quality, from technical queries to questions about editorial direction.
- To bring ideas and 'intelligence' from communities to wider planning and editorial meetings.
- To work with other women's blogs editors across regions – identify themes and opportunities for collaboration
- To report to the Pashto Online Editor.
- To report from the field as required, to work flexibly, to follow BBC guidelines on health and safety, and procedures on risk.
- This role may on occasions require working flexibly.
- To represent the BBC internally and externally in a professional manner as required.
- To contribute to wider projects across WS and news as required
- To work collaboratively with colleagues in teams across the Afghan Service, WS and News.

SKILLS, KNOWLEDGE AND EXPERIENCE

- A successful record in working in an online production environment with demonstrable experience and enthusiasm for social media and interactivity.
- Demonstrates an excellent knowledge of developments in social media and related areas.
- A clear understanding of the needs and profile of the target audience and the ability to translate these into imaginative and compelling content, specifically with reference to social media.
- Comprehensive knowledge of writing and editing content for publication to high editorial standards in Pashto.
- Evidence of sound editorial and community judgement as well as an understanding of the power of online communities.
- The ability to plan and organise time and resources effectively and to manage

projects to conclusion according to deadlines.

- A high standard of both written and spoken Pashto & English, along with the ability to communicate effectively.
- The ability to work fast, accurately and under pressure.

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 and motivation.

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.

Understanding Diversity: You will understand diversity in its widest sense and appreciate the uniqueness of self and others, and how individual differences can benefit the BBC. You will demonstrate a commitment to improving diversity in the BBC and take a balanced approach to discussing and taking action on diversity issues.

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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 and detailed account of all aspects of the duties involved.)
