

**BBC WORLD SERVICE
JOB SPECIFICATION**

Job Title:	Broadcast Journalist (Multimedia)
Department:	BBC Serbian Service, World Service
Location:	Belgrade
Grade:	Local Recruit
Reports to:	BBC Serbian Service Editor

CONTEXT

ORGANISATION AND 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.

As part of an historic and exciting expansion of the BBC World Service, the BBC is launching a new Serbian service. Its digital offer will cover international news and current affairs, as well as events and issues in Serbia and the wider region. The Service will have an active social media presence.

The Service is part of the BBC World Service's Europe Region.

The team will be based in Belgrade, working closely and collaboratively with colleagues in London (including in BBC News), and in other locations across the world, to deliver the best service for BBC audiences.

Applicants for all roles within the Serbian Service must speak the Serbian language to a native or equivalent level. Experience of working in a media environment is highly desirable.

JOB PURPOSE

- To originate, prepare and produce news stories, reports, interviews, discussions, background analysis, features, other multimedia editorial material for digital output
- To reversion pieces for the target audience from other BBC outlets, including by translating/adapting from English.
- To report in text, audio and video from the field in a range of formats relevant to the output.
- To ensure that any output material for which the post holder is responsible meets the Editorial standards required by the BBC.
- To use social media both in Serbian and English to search for original news sources for reporting, and to promote BBC Serbian Service's output.
- To contribute to Serbian's news agenda and planning as well as other BBC outputs including radio and television on request.

- On a daily basis to report to senior members of the BBC Serbian Service, such as the Editor Serbian Service and other senior staff, as designated by Editor, Serbian Service.
- Shift work will be required which could include early/late shifts, weekends and public holidays.

MAIN DUTIES

- To create original material for all multimedia output, including text stories and video reports for the Serbian website.
- To create and produce the Serbian Service's multimedia content, including making output interactive.
- To be responsible for a moving story, amending and updating material as required and to develop it further. To be responsible for thinking through and around editorial problems, developing realistic alternative strategies and approaches.
- To perform in front of the microphone/camera, live or in recording sessions; either as producer or participant in others' productions, including wider BBC, in English and, where appropriate, other languages.
- To conduct interviews either in the studio or on location, live or pre-recorded.
- To be responsible for production of live coverage. To respond to breaking stories and to resolve technical difficulties.
- To ensure that BBC Editorial principles and all relevant legal, contractual and copyright requirements are met, referring upwards in cases of difficulty or doubt.
- To build and maintain links with other areas of the BBC, including BBC World Service, News Online and World TV, to enable the efficient production of content. To work closely with other colleagues in the BBC Europe Region.
- To monitor audience data of the Serbian web site, and identify areas for expansion.
- To use social media both in Serbian and English to search for original news sources for reporting, and to promote BBC Serbian Service's output.
- All producers may be required to travel off base on short reporting trips and assignments and to spend longer periods of time on a story deployment.

ESSENTIAL KNOWLEDGE, SKILLS AND EXPRIENCE

- A full command and up to date knowledge of written and spoken Serbian as first (or equivalent) language with considerable understanding of regional accents and vocabulary.
- Demonstrable knowledge of Serbian and wider affairs is essential.
- Sound understanding of international news and current affairs
- Good comprehension of written and spoken English and the ability to communicate effectively in this language.

- Substantial, recent and relevant full-time experience as a journalist, both in originating material and editing the work of others.
- Ability to write, adapt and translate with accuracy, clarity and style appropriate to differing audiences and forms of media, suitable for multimedia output.
- A demonstrable interest in working in a multimedia environment and in encouraging audience involvement. A demonstrable interest in online and understanding of how to harness the benefits for BBC and its audiences.
- Experience of reporting, in the field, on international and/or Serbian-speaking political and economic issues, would be highly desirable.
- Good keyboard/computer skills and the ability to acquire technical skills and to operate technical equipment. Practical experience and extensive knowledge of the Internet and an understanding of the potential of new technology is essential.
- Wide and up to date familiarity with the region and an in-depth understanding of its history, politics, social issues and culture as well as the changing needs of the audience.
- Knowledge of relevant journalism law.

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.
- **Decision Making** – Is ready and able to take the initiative, originate action and be responsible for the consequences of the decision made.
- **Imagination / Creative Thinking** – Is able to transform creative ideas/impulses into practical reality. Can look at existing situations and problems in novel ways and come up with creative solutions.
- **Planning and Organisation** – Is 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 requirements.
- **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.
- **Influencing and Persuading** – 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.
- **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.

- **Managing relationships** – Able to build and maintain effective working relationships with a range of people.
- **Self-Development** – Is able to identify and apply opportunities for learning and development.

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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 complete, detailed account of all aspects of the duties involved.)