

<b>Job title</b>	<b>Junior Traffic Manager</b>		
<b>Job family</b>	<b>Marketing &amp; Audiences</b>	<b>Proposed band</b>	<b>C</b>

<p><b>Job purpose</b></p> <p>The Junior Production Traffic Manager manages the workflow, production and delivery of projects from brief to completion, ensuring all projects are delivered on time and to budget.</p> <p>You will act as a central point of contact, working closely with all areas of the Creative team (including Promotions, Design, Audio, Digital and Pictures) as well as building excellent relationships with our BBC Marketing and BBC Media Planning colleagues in order to successfully deliver BBC advertising campaigns on time and within budget.</p> <p>The post holder will report to the Traffic Head and will work closely with the Creative Heads as well as more widely with all areas of Creative. You will also be mentored by a more senior Traffic Manager.</p> <ul style="list-style-type: none"> <li>• Task manages Production Coordinators and Production Team Assistants.</li> <li>• Manages effective workflow and delivery of BBC campaigns from brief to completion.</li> <li>• Sets up and manages budgets.</li> <li>• Allocates resource and manages capacity.</li> </ul> <p>Some Traffic Managers / Junior Traffic Managers will specialise in a specific craft area (e.g. Design or Photography).</p> <p>Junior Traffic Managers will be supported to develop in the role, enabling them to compete for Traffic Manager positions in the future.</p>
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<p><b>Key responsibilities and accountabilities</b></p> <p><b>Delivering:</b></p> <ul style="list-style-type: none"> <li>• Manage multiple BBC promotional projects, across all media and for all platforms, overseeing resource, budget and delivery requirements.</li> <li>• Ensure projects are clearly defined and adhere to BBC process maps.</li> <li>• Ensures resources are available, scheduled &amp; negotiated appropriately. Monitor, manage &amp; review.</li> <li>• Ensures that the teams work within budget.</li> <li>• With support, set up and manage the budget in terms of BBC forecasting and reporting requirements.</li> <li>• With support, ensure compliance with legislation, editorial policy &amp; production guidelines.</li> </ul> <p><b>Working with Others:</b></p> <ul style="list-style-type: none"> <li>• Communicate clearly and negotiate to obtain the best value for the BBC.</li> <li>• With support, deals with difficult circumstances in a diplomatic &amp; assertive manner, both with external and internal contacts.</li> <li>• Create a productive &amp; collaborative working environment, always leaving people feeling valued.</li> <li>• Be responsible for introducing discipline and rigour into all working practices.</li> </ul>
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- Be involved in recruitment, where required.
- Task manage effectively, delegating where appropriate.
- Manage the logistics of BBC Creative teams and forge excellent working relationships with BBC Marketing and BBC Media Planning colleagues.

### **Innovation & Creativity:**

- Seek a range of alternatives to improve production traffic management processes, embracing new ways of working where necessary.
- Find solutions to problems and lead the way in terms of decision making.

## **Knowledge, skills, training and experience**

### **Essential**

**Junior Traffic Managers must have well-developed skills associated with production support in a promotions or advertising environment, to include:**

- **Budgeting and financial reporting - including forecasting**
- **Workflow management - planning time and tracking deliverables across multiple projects**
- **Resource allocation - people and facilities**
- **Production Management - overseeing production (shoots, animations etc)**
- **Line management - overseeing the work of Production Coordinators and Production Assistants.**

### **Desirable**

- Experience in Production (e.g. as a Production Manager or Production Coordinator managing shoots and graphics projects and supervising production teams, budgets and resources).
- Experience of managing internal and external relationships.
- Experience of supervising production teams.
- Experience of negotiating resources.
- A knowledge of and interest in the work of BBC Creative.
- An in-depth understanding of the pre and post-production process.
- Up to date knowledge of production technology and workflow.
- Knowledge of Health and Safety in the workplace.
- Excellent written and verbal communication skills.
- Highly organised, easily able to demonstrate successful multi-tasking.
- Ability to supervise and direct junior members of staff.
- Ability to give constructive feedback.
- Demonstrates strong persuasive and influencing skills.
- An excellent team worker/player.
- Demonstrates a flexible and pro-active approach.
- Ability to work calmly under pressure.
- Demonstrates a diplomatic approach and ability to deal with conflict.

## **Job impact**

## JOB DESCRIPTION



*Decision making*

*Scope*

### **Other information**

#### **For Reward team use only**

Job Code

Definition:

Content / Content Support / Support

*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>	<b>BBC Creative, Marketing &amp; Audiences</b>
<b>Reports to (title)</b>	<b>Traffic Head</b>
<b>Location base</b>	<b>Broadcast Centre, London</b>

<b>Organisation structure</b>	
<p>Our aim is simple - to enrich people's lives with programmes and services that inform, educate and entertain by being the most creative organisation in the world. But we don't focus simply on what we do – we also care how we do it.</p> <p>Working for the BBC means you'll be part of something genuinely special. We're different from other broadcasters. We're funded by the licence fee and guided by a unique set of principles and values. People know us and are passionate about what we do. You'll also be involved in things that are enjoyed by millions.</p> <p>We are looking for an experienced Production Coordinator to join BBC CREATIVE, the BBC's in-house Creative Agency. We create promotional campaigns and branding for BBC programmes and services across all platforms.</p> <p>A recent example of our work can be seen here: <a href="http://www.bbccreative.co.uk/">http://www.bbccreative.co.uk/</a></p>	

<b>Additional job specific responsibilities and accountabilities</b>
<ul style="list-style-type: none"> <li>• Knowledge of end to end multiplatform campaign production processes to including both Off Air and On Air</li> <li>• Experience of understanding and delivering on media plans</li> <li>• Create, manage and traffic project budgets, timing plans, specification documents across BBC campaigns and communicate these clearly to colleagues.</li> <li>• Experience of tracking and forecasting deliveries, resources and the impact of these on budget</li> <li>• All output is required to be of a high quality and delivered on time and to budget.</li> <li>• Work with other Traffic Managers when support is required on projects for complexity and/or capacity reasons.</li> <li>• Be the direct Marketing contact for any projects that are taken on and establish strong working relationships with both BBC Marketing and BBC Media Planning.</li> <li>• Be aware of the whole campaign and make sure that digital / social is in line with the TV campaign and that efficiencies are being made over the use of assets.</li> <li>• Ensure that the correct creative resource is in place – linking in with other Traffic Managers. Sourcing freelance resource when required.</li> <li>• Track, report and forecast financial and deliverables information.</li> <li>• Deputising where appropriate for senior team members.</li> <li>• To ensure content reflects our diverse audiences.</li> <li>• To keep up to date with emerging industry trends.</li> <li>• Develop and manage positive working relationships with staff, contributors and talent and be able to give constructive feedback.</li> <li>• Seek improvements in content production to develop further efficiencies in working</li> </ul>

## JOB DESCRIPTION



practices.

- Accountable for the compliance and delivery of content, acting within BBC Editorial, Legal and Health & Safety guidelines.

### Approval

<b>Manager</b>	Tom Mustoe, Traffic Head
<b>HR Business Partner</b>	Bridget Kane
<b>Date</b>	12/11/20