

JOB DESCRIPTION

Job title	Senior Broadcast Journalist (Social Media)
Department	BBC World Service Languages / Russian Service
Reports to	Editor (Social Media)
Grade	8D
Location	London

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, BBC Russian is boosting its TV and digital offer to provide more mobile, and TV/video content and to further expand its social-media presence.

The expanded team will be based predominantly in the BBC's Moscow bureau as well as in the BBC's headquarters in London, working closely and collaboratively (including with colleagues in BBC News) to deliver the best service for BBC audiences. We are also looking for reporting teams to work in locations across the FSU, Russia, and other locations.

BBC Russian aims to deliver international news relevant to Russian-speaking audience and to put the events in Russia and the wider region in a global perspective.

JOB PURPOSE

To take editorial responsibility of BBC Russian service social media accounts, when on shift, by curating, generating and editing social media contents on Facebook, VK, Google+, Twitter, Odnoklassniki and others.

You will work with editors, designers, producers and video producers within the BBC Russian Service to improve our performance and presence on social media and to increase the use of social media as a newsgathering tool.

MAIN DUTIES

- Generate creative ideas leading to expanding our presence on social media and oversee their execution.
- Working closely with the Growth Editor to help form strategic editorial development of BBC social media accounts offering in Russian.
- To collaborate with other parts of BBC News (including BBC Social News, News Online, DigiHub and others) to cover key international and regional stories of the BBC for BBC Russian social media platforms.
- To produce, sub and moderate posts for Russian Service social media accounts.

- To work collaboratively with BBC Russian Service Digital Video team in order to optimise production of social-media videos.
- To provide coverage of social media activity when required by BBC Russian TV.
- To ensure BBC Russian Service social media performance adheres to the standards of excellence required of BBC World Service Group, and complies fully with the BBC's editorial guidelines.
- To come up with creative and innovative ways of storytelling for social media.
- To find contributors for social media initiatives, such as high profile social-media chats with audiences.
- To ensure compliance with Social Media guidelines through training and communication.
- To champion an audience-focused approach within the Europe Hub.
- To work with WS Digital technical teams and senior WS editors on technical issues.
- To deal with audience complaints when required.

ESSENTIAL KNOWLEDGE, SKILLS AND EXPERIENCE

- Proven record of supervising social media and digital teams
- 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 solutions, specifically with reference to social media.
- Comprehensive knowledge of writing and editing content for publication to high editorial standards.
- The ability to analyse data and interpret in a relevant way for news outputs.
- Strong skills in using data to drive traffic to websites and to increase the impact of editorial output.
- 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 good understanding of the strategic priorities of the Europe Hub, and the unique selling points of BBC content.
- Fluent written and spoken Russian and the ability to communicate effectively, including the ability to write and oversee scripts.
- A good knowledge of English including complete comprehension of written and spoken English and the ability to communicate effectively.
- Strong editorial judgement, based on extensive journalistic experience and a thorough understanding of the principles of BBC journalism.
- Excellent knowledge of and understanding of online technology and how it can best be used to maximise the performance of BBC Russian Service platforms.
- Ability to motivate and develop editorial staff to produce innovative and imaginative journalism, to help lead innovation on our digital platforms and to develop the capacity of journalists elsewhere in the BBC to produce high quality output.
- Comprehensive knowledge of main regional social media platforms like Facebook, Twitter, Instagram, VK.com, etc., and how these are used by the audience.
- A good knowledge of global and regional news and current affairs, as well as an awareness of Global News strategy and priorities.
- Excellent experience in using Topcat, SocialFlow and producing quality web stories to a deadline and to high standards.
- Good understanding of effective web design, navigation and the online user experience.

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.