

Job title	Development Executive		
Job family	Content Production	Proposed Band	E

Job purpose

To develop ideas into proposals and pitches to generate business for the BBC by winning new commissions.

Key responsibilities and accountabilities

- To conceive and develop strong original ideas for BBC Production, exploring opportunities that deliver a diverse range of proposals of quality and distinction, focusing on returnable formats.
- Showing an awareness of the television market in the UK and internationally, and for the strategy at the BBC.
- To act as an ambassador promoting the BBC both within and outside the BBC.
- To proactively identify and develop new on screen talent.
- To set up/develop creative networks. Develop good working relationships and knowledge of agents and their clients and pro actively pursuing projects with them as appropriate.
- To come up with new ideas for development, produce taster tapes and write treatments.
- Demonstrate sound editorial judgement about ideas based on an understanding of target audience, genre objectives, channels’ needs and a thorough understanding of the editorial guidelines in the BBC;
- Conceive and develop strong original ideas for the BBC, exploring opportunities that deliver a diverse range of proposals of quality and distinction;
- To produce high quality pitch documents, development reports and treatments.
- To produce taster tapes.
- To work with the Creative Director to integrate the departments development into the overall development.
- To establish and manage a broad range of relationships including on and off screen talent.
- To maintain a detailed knowledge of our main competitors’ output across all media.
- Effectively plans and organise self and others taking into account all relevant issues and factors completing projects in an efficient and timely way.
- To assist the Creative Director to build a core team and grow the reputation of Development Central.

- Support the Creative Director in communicating the development priorities to the development team, assessing their ideas and treatments, motivating and gaining the confidence of the development team and production staff and to creating an atmosphere in which original ideas are freely and positively generated and the benefits of teamwork maximized.
- To be aware of the BBC Equal Opportunities Policy and ensure that best practice in this area forms an integral part of operational and managerial activities. Ensure that equal access is given to suitably qualified applicants in accordance with policy on recruitment, selection and portrayal. To challenge established norms in access and portrayal where these are in danger of contravening the Corporate Equal Opportunities policy.

Knowledge, skills, training and experience

Essential

- Proven success in devising and producing original ideas and formats and of developing innovative content making potential in others.
- Sound editorial judgment and the ability to demonstrate balanced and objective judgment based on a thorough understanding of the target audience, editorial and other guidelines, programme and departmental objectives.
- Collaborative leadership style. An effective and inspiring communicator, able to enthuse and engage a creative and production teams in developing programme propositions.
- Excellent communication and interpersonal skills, with the strong ability to foster collaboration.
- Confident with a passion for, and in-depth understanding of the requirements of different genres.
- Commitment to the BBC Values and Behaviours.
- A thorough knowledge of the BBC’s Health & Safety policies.

Job impact

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 – Deputy Head of Development, Unscripted (Bristol based)

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.

Division	Factual Entertainment & Events
Reports to (title)	MD
Location base	Bristol

Organisation structure	
Hannah Wyatt – MD	
Jon Swain – Head of Unscripted Productions	
Faye Stewart – Head of Development	
TBC (Maternity leave cover) – Deputy Head of Development	

Additional job specific responsibilities and accountabilities
<p>The Deputy Head of Development will need to possess (and be able to evidence) the following skills and experience:</p> <ul style="list-style-type: none"> • Sound understanding of the media industry and how it is developing with new technologies and platforms. • Strong experience of influencing, negotiating and communicating effectively both internally and with external agencies/partners. • To ensure that the vision for the genre is communicated and understood and that the editorial specification is realised. • A track record of realising creative ideas from conception to reality within the constraints of limited resources and challenging deadlines. • Excellent writing skills and experience of writing & pitching proposals tailored to specific audience needs. • Effective planning and organising skills with the ability to concentrate on several areas of work at one time, prioritising, delivering consistently to deadlines and reacting positively to changes and conflicting priorities. • Able to demonstrate strong editorial judgement in a fast moving environment • Demonstrable understanding of audiences on all platforms. Highly experienced in analysing market trends on all platforms, as well as performance indicators, to inform strategic success for campaigns. • Developing ideas for a diverse audience, relevant to the genre. • Inspire and generate creative ideas in own team and wider department. • Building strong relationships across BBC Studios and working collaboratively to ensure the working relationship and interactions with BBC Studios are simple, consistent and seamless throughout the whole customer journey. • Demonstrable passion for creating content/broadcasting to the appropriate audience, and knowledge of those subjects which inform, educate & entertain the audience. • Ensure that the team operates within the BBC Studios Editorial Guidelines.

Approval

JOB DESCRIPTION



Manager	
HR Business Partner	
Date	