

## **JOB DESCRIPTION**

<b>Job title</b>	<b>Senior Broadcast Journalist (Social Media)</b>
<b>Department</b>	<b>BBC World Service Languages / Ukrainian Service</b>
<b>Reports to</b>	<b>Head of Ukrainian Service</b>
<b>Grade</b>	<b>8D</b>
<b>Location</b>	<b>Kiev</b>

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## **ORGANISATION AND CONTEXT**

The BBC's Kiev Bureau is one of seven hub bureaux around the world and as such is among the busiest and most challenging of broadcast environments. The Bureau incorporates the following BBC services: Newsgathering, BBC Ukraine and BBC Monitoring. Working together, these services provide BBC programmes, including business and online services, with broadcast news and current affairs material of the highest possible editorial, production and technical standards gathered in the most efficient manner on a range of subjects.

News from Ukraine and the Former Soviet Union occupies an important place in the global news agenda and the BBC seeks to remain a competitive, respected and reliable source of information from across the region.

The BBC Ukraine is one of the largest language services in the BBC World Service. It has a 24/7 multiplatform website and a large amount of video, interactive and audio content including two radio programmes. Its staff is mostly located in London and Kiev, and a large part of the output is from the Kiev bureau.

The service's output aims to make international news relevant to Ukrainian audience, and bring international perspectives to bear on Ukraine and FSU developments. It aims to report in a lively and engaging fashion, and interactivity, promotion of content on social media and social newsgathering form a large part of its activities across all platforms.

## **JOB PURPOSE**

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

To work with editors, designers, producers and video producers within the BBC Ukraine to improve our performance and presence on social media, to enhance social media referrals to [bbcussian.ua](http://bbcussian.ua) and to increase the use of social media as a newsgathering tool.

## **MAIN DUTIES**

- Generate creative ideas and innovative ways of storytelling leading to expanding our presence on social media and oversee their execution.
- To execute a smooth day to day operation of Kiev and London social media teams

- To report to Partnership producer and work closely with him or her on data performance and strategic editorial development of social media platforms. To help him or her to form strategic editorial development of BBC social media accounts.
- To produce posts for BBC Ukraine social media accounts and oversee posts' moderation
- To work collaboratively with BBC Ukraine Digital Video team in order to optimise production of social-media videos.
- To ensure BBC Ukraine social media performance adheres to the standards of excellence required of BBC World Service, and complies fully with the BBC's editorial guidelines.
- To find contributors for social media initiatives, such as high profile social-media chats with audiences.
- To ensure compliance with BBC Social Media guidelines. Promote guidelines and strategy through communication and training.
- To work with WS Digital technical teams and senior WS editors on technical issues.
- To supervise production of digital video, when required.
- 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.
- Demonstrate an excellent knowledge of latest 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
- 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 Ukrainian and 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 Ukraine platforms.
- 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.

- Excellent experience in using CPS, SocialFlow and producing quality web stories to a deadline and to high standards.
- Good understanding of effective web design and infographics as storytelling and promotion tool.
- Ability to work in different formats and judge the relevance of the formats available depending on the story and the needs of storytelling, broadcasting and promotion according to the news of the audience on social platforms.

## 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.
- **Commitment to the BBC and the Ukrainian service strategy** – demonstrates an interest and willingness to help the BBC achieve its objectives in the target area.
- **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.
- **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.
- **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.
- **Leadership** – Ability to create a vision and inspire others to realise it irrespective of circumstances.
- **Resilience** – Can maintain personal effectiveness by managing own emotions in the face of pressure, set backs 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.
- **Managing relationships** – Able to build and maintain effective working relationships with a range of people.
- **Developing others** - is able to recognise the 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.
- **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.

