

Job title	Distribution Analyst		
Job family	Distribution	Proposed band	C

Job purpose

In BBC Distribution and Business Development, we ensure that the BBC’s public services are innovative, prominent and available to all, now and in the future. We need a highly motivated person to join our team and play a role in the evolution of BBC services across broadcast, hybrid and IP platforms.

You will be keen and highly motivated with a thirst for knowledge in the field of linear and non-linear distribution. It’s likely that you will have a lively interest in how audiences want to consume TV, Radio and online services, a desire to inspire change, and an excitement about developments in the broadcast and entertainment industries.

You will work with the BBC’s external partners to build productive relationships and ensure that the audience can enjoy our services across a diverse range of outlets and platforms. You will also work with varied internal partners such as Editorial divisions, Strategy and Policy, Operations and R&D to develop new service opportunities.

You will have an eye for detail and use this to solve problems to achieve good public service outcomes. You will also love working in a team environment and making a contribution to larger, complex projects and programmes of work.

Key responsibilities and accountabilities

- Working closely with BBC stakeholders to propose solutions that provide optimum routes to market for BBC service requirements
- Managing projects to develop new and existing BBC services, working with project team members across the BBC and partners, ensuring compliant and timely delivery
- Manage third parties and the BBC’s partners to ensure distribution needs are met. Identify areas of opportunity and risk for the BBC, and advise D&BD leadership as required
- Monitor partner performance against BBC requirements, proposing corrective action to D&BD leadership
- Develop personal domain knowledge and contribute to development of BBC distribution strategy across broadcast and IP, advising D&BD leadership as required
- Build personal reputation within the BBC and externally

Knowledge, skills, training and experience

Essential

- Relevant degree or equivalent experience
- Domain experience and track record of achievement in the media sector
- Understanding of the content delivery landscape (broadcasting and IP) and the

- BBC’s position in it, and the strategic importance of the distribution business
- Influencing and diplomatic skills, able to build trusting, productive relationships with contacts inside and outside the organisation
- Good persuasion and negotiation skills. Experience of informing strategy
- Basic understanding and experience of legal terminology and contract principles, negotiation and practices
- Project management skills and experience of major projects and programmes
- Able to work on own initiative, under pressure and to tight deadlines, with a creative approach to problem solving
- Ability to deal with multiple issues as they arise, remaining calm and effective
- Excellent written and oral communication skills
- Computer literate - Word, Excel, PowerPoint & specialist software packages relevant to the activities of the role

Job impact

Decision making

- *The Distribution Analyst reports to a Head of Distribution, or Controller, []*
- *Decision-maker in respect of distribution of BBC services with implications for relationships with BBC’s partners and competitors, significant financial implications and effects on the availability, prominence and innovation of BBC services*
- *Clear project/assignment based tasks and expectation set by the line manager and progress monitored*
- *The Distribution Analyst will be expected to perform the role within the framework of the BBC’s values and behaviours*

Scope

Finance: *As above, responsible for significant contract or project spend, or for partners relationships of comparable significance in terms of their impact on BBC services*

Line Management: *No responsibility for line management, but plays an important role as participant in inter-divisional groups and teams (formal or informal)*

Ad-hoc Teams: *Participates in ad-hoc teams familiarising other team members with particular aspects of the team’s project and providing guidance on these aspects. Typical team size 5 – 10.*

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 –Distribution Analyst (Spectrum)

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.

Job title	Distribution Analyst (Spectrum)
Division	Design and Engineering
Reports to (title)	Head of Distribution (Spectrum and Investigations)
Location base	Broadcast Centre, London W12

Organisation structure	
<p>Mobile broadband is changing the way people live their lives, and particularly how they communicate and use media. If you are interested in helping the BBC to understand how mobile broadband coverage could change the services it provides in future, this role could be for you. Since the early years of Broadcasting the BBC has been actively involved in field measurements and we have a wealth of data for current services on DTT, DAB & FM. However, we need to add to this with data at a higher resolution and also add the equivalent for mobile broadband (4G-LTE and future 5G) networks. This will help the BBC make decisions on what our future distribution networks could be.</p> <p>The successful candidate will work with our Spectrum Management team to develop a system to directly measure mobile broadband coverage and capacity across the UK, combining the data with our current data sets to enable easy comparison. The successful candidate would also have a responsibility for managing the data and data systems we use day-to-day ensuring that everything is kept up to date and maintained.</p> <p>The role will suit someone who is technically minded or has an engineering background. The right person would need to have data analysis experience and software programming skills. A full driving licence is essential.</p>	

Additional job specific responsibilities and accountabilities
<ul style="list-style-type: none"> • Take a leading role in developing a system that can measure the coverage and suitability of mobile broadband for receiving BBC services across the UK • Participate in the necessary field surveys to collect mobile broadband coverage data • Collate and analyse the collected data, along with historic data to enable easy comparison. • Produce reports and ad hoc analysis of the data as required. • Manage and maintain the data and systems we use to undertake coverage predictions • Provide technical support to the wider Spectrum Team