

<b>Job title</b>	<b>Content Editor</b>		
<b>Job family</b>	<b>Content Production</b>	<b>Proposed band</b>	<b>E</b>

**Job purpose**

To take editorial responsibility for the development and delivery of compelling, ambitious and distinctive content of the highest standard. Act as a creative leader and expert in their field.

- Key responsibilities and accountabilities**
- To provide inspirational leadership and editorial oversight for all aspects of content production and development within the legal budgetary frameworks. This includes leading on compliance, management and delivery.
  - Understand and foster the department strategy and the broader BBC agenda. To understand developments in the wider industry and relate and communicate strategy to their team.
  - Ensure that the vision for the team is communicated and understood. You will inspire the team to realise this vision by providing a strong sense of direction and a supportive environment in which to work.
  - Lead and inspire ideas generation.
  - In collaboration with key stakeholders, explore promotional opportunities to maximise audience reach across all platforms.
  - To ensure content reflects our diverse audiences.
  - Responsible for ensuring that teams operate within agreed budgets and schedules in collaboration with key stakeholders and others as appropriate.
  - To have a strong focus on audience data, including the ability to analyse performance of content and platforms and communicate trends and themes effectively, impacting on department strategy.

- Knowledge, skills, training and experience**
- Essential**
- An extensive knowledge of BBC editorial guidelines and/or compliance policies.
  - Understanding of the importance of the BBC's values in accuracy and impartiality.
  - An in-depth knowledge of the area in which the role operates, including audiences, competitors and industry trends.
  - Extensive experience of making compelling, innovative content at a senior level, communicating a clear editorial vision
  - Thorough knowledge and understanding of the wider industry and trends.
  - Create an editorial vision throughout the lifecycle of content across all platforms.
  - Proven experience of the latest production processes and techniques and technologies.
  - Strong experience of developing and maintaining effective working relationships with internal and external partners
  - Ability to establish effective short and long term relationships with a wide range of people, talent, partners and agencies.
  - Highly developed planning and organising skills. Ability to manage 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, and a thorough knowledge of editorial and legal guidelines.

- Proven ability to develop innovative output, be open to new ideas and motivate colleagues to take creative risks, within the parameters of the BBC Guidelines.
- Able to lead the team to develop innovative ideas, suitable for a demanding creative environment
- Proven track record in long term and effective leadership, managing and motivating teams, and ensuring staff members receive regular feedback for development. Experience of managing performance. Experience of working with and developing talent to a high professional standard.
- To lead, develop and implement department strategy. Able to think ahead to establish effective and appropriate actions for themselves and others in order to meet strategic objectives.
- A thorough and evidence-driven understanding of our diverse audiences, to ensure we accurately represent them.
- Can demonstrate the ability to consider a range of problems and use own judgement to apply effective, time critical solutions.
- Experience of successfully managing complex budgets and working closely with key stakeholders. Be responsible for ensuring that content is delivered on time and on budget.

<b>Job impact</b>
<i>Financial. Responsible for financial resources, including complex budgets which the freedom to adjust in light of changing business needs.</i>
<i>Employees. Will be required to line manage other staff i.e. Producers, Researchers etc.</i>
<i>Other. Role/team dependent</i>

<b>Other information</b>	
<b>For Reward team use only</b>	
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**

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>	Radio & Education
<b>Reports to (title)</b>	Head Of Station - Asian Network
<b>Location base</b>	London or Birmingham

<b>Organisation structure</b>	
<p>BBC Asian Network’s mission is to entertain and engage a broad range of young listeners with a distinctive mix of contemporary music and speech. We reflect the lives and interests of 18-34 year old British-Asians and look to connect them with the BBC. At Asian Network we play the best music that is relevant to our young audience, from Asian to broader contemporary music. We provide a platform for supporting new Asian artists, with a strong emphasis on live music. We offer the best in new music, events, news, documentaries, social action campaigns and are the leading voice in young British-Asian culture.</p> <p>This role will be the creative, editorial and managerial lead for a team including a Producer and Assistant Producers in the Asian Network Music Team. Supporting the Head of the station in the delivery of compelling, ambitious and distinctive content of the highest standard including new programmes across the network. You will be a part of decisions in new shows and how they sound. You will help inform the music strategy of Asian Network and grow listener numbers on BBC Sounds and across programmes. You will be expected to share best practice insights and experience with your peers on the Radio 1 and 1Xtra music team for the best possible collaborations. You'll have relevant experience in the music or media industry with an enviable contact book, be able to demonstrate a track record of spotting and developing new talent and responding quickly to new trends in the youth market.</p> <p>Your leadership and creative vision will help shape the direction and development of BBC Asian Network and the people who deliver it. Leading with flair, creativity and a collaborative approach; you'll excel at inspiring commitment from, and managing, a diverse and talented team, harnessing potential from the widest possible workforce. You will have strong interpersonal and decision-making skills, coupled with the ability to establish credibility and maintain effective working relationships with senior contacts both internal and external to the BBC.</p>	

<b>Additional job specific responsibilities and accountabilities</b>
<p>Role Specific Responsibilities</p> <ul style="list-style-type: none"> <li>Deliver new standout moments in music right across the station</li> <li>Showcase new British Asian talent from artists to potential new presenters to the station</li> <li>Lead on major station moments along with the commissioning team</li> <li>Oversee and be responsible for the Asian Network Playlist process</li> </ul>

To book artist line-ups for key station events

Ensure that relationships between Asian Network and the wider industry are strong

Work very closely with the Head of Network to ensure programmes across the station are working to show briefs including music

You will be a part of the decision-making process for new shows and how they sound.

To programme and/or curate linear or on-demand music content, and to manage a team of Producers and APs doing the same

Work with the Head of Network to help inform the music strategy of Asian Network

To represent the station’s music policies with authority at a senior level to presenters, staff and to the wider music industry

To work alongside the stations’ programme Editors taking an editorial lead on music policy and music-focussed creative projects and their integration into wider content output.

To develop, maintain and utilise music industry relationships in the UK and abroad at all levels, including senior music industry executives

To support and coach the other members of the music team in music scheduling software and other relevant systems in order to meet music policy requirements

To advise the Head of Network on specific music scheduling issues as they arise and be able to suggest solutions and administer them

To deputise for the Head of Network when required

<b>Approval</b>	
<b>Manager</b>	Name and job title
<b>HR Business Partner</b>	Name
<b>Date</b>	