

<b>Job title</b>	<b>Senior Journalist – Multimedia, BBC Afrique</b>		
<b>Job family</b>	<b>Journalism</b>	<b>Band</b>	<b>Local</b>

**Job purpose**

Responsible for originating and producing stories which may include scripting, editing, outputting, filming and presenting content across a range of BBC output or generating exciting ideas and original newsgathering.

**Key responsibilities and accountabilities**

- Propose; research; write; report and edit interesting and well-explained reports and more thoughtful, analytical pieces for publication – meeting high journalistic standards and fully observing the BBC editorial guidelines.
- Alert editors to breaking news and be ready to file accurate, on-the-spot reports and present, as soon as possible. Check and advise against coverage when necessary.
- Develop and use all formats and platforms available to tell the story in the most appropriate way, with a particular focus on social media to deliver our journalism to audiences.
- Supply items for the news diary, coming up with a stream of realistic coverage ideas and working jointly with other BBC reporters and producers in the field/region.
- Provide regular advice on news developments, guidance on agency or newspaper stories and briefings on government policies.
- To gather material for broadcast on news topics and events which is reflective of the audiences we serve.
- To provide timely, specialist and self-assured news coverage and analysis of news and events of interest to the audiences of the BBC.
- Maintain regular and clear communication with the Editors ensuring everyone is briefed on own movements and contact numbers at all times throughout the assignment.
- Delivering to tight deadlines while maintaining the highest editorial standards.
- At all times to carry out duties in accordance with the BBC health and safety policy.

**Knowledge, skills, training and experience**

**Essential**

- Experience of live broadcasting including live breaking news with a good on-screen presence, self-assured microphone voice and ability to communicate effectively to target audience. A knowledge of and aptitude for using multimedia technology.
- Demonstrates balanced and impartial judgement. Makes appropriate editorial decisions, taking account of conflicting views where necessary.
- A demonstrable interest in new media which will include knowledge of how to maximise a story for digital, reporting experience and proven skills in generating original newsgathering.
- Work in partnership with other reporters and producers.
- Ability to convey story and programme ideas and to contribute fully to the planning process.
- Demonstrates a commitment to improving diversity in the BBC and understands how individual differences can benefit the BBC.
- Ability to convey story and programme ideas and to contribute fully to the planning process.
- 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 information.
- The flexibility and adaptability to sustain performance, particularly under pressure to meet

- deadlines and changing priorities and circumstances.
- An understanding of health and safety procedures and how they apply to broadcasting.

**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>	<b>News – World Service, BBC Africa</b>
<b>Reports to (title)</b>	<b>Editor, BBC Yoruba</b>
<b>Location base</b>	<b>Lagos</b>

<b>Organisation structure</b>	
<p>BBC Yoruba is part of the British Broadcasting Corporation, the world’s largest public broadcaster. In Africa, the BBC reaches a weekly audience of more than 90 million people on Radio, TV, Digital, Mobile and Social Media. We currently broadcast to Africa in English, Yoruba, Igbo, Pidgin, Hausa, French, Somali, Swahili, Kinyarwanda/Kirundi, Kiswahili and Arabic.</p> <p>BBC Yoruba produces a wide range of audio (BBC minute) and digital content with an emphasis on local, regional and international current affairs. Our coverage includes breaking news, sports, arts, health, business and features. We challenge decision makers to discuss the issues that affect the daily lives of Africans.</p> <p>The Senior Journalist outputs, produces and presents digital content across news and features, ensuring we deliver timely and engaging programs of the highest journalistic quality across our digital platforms. You need to demonstrate strong editorial judgment and multimedia production skills, as well as a desire to report news and current affairs in a fair and unbiased way for a global audience.</p>	

<b>Additional job specific responsibilities and accountabilities</b>
<ul style="list-style-type: none"> <li>- To lead and develop a fresh and innovative creative approach to curating, publishing and editing stories for BBC Yoruba social media platforms.</li> <li>- To create content for social- videos, online, gifs, pictures, Facebook lives , Instagram Stories</li> <li>- To manage the interactive offer across all social media platforms.</li> <li>- To be up to date with the new trends on social media and react accordingly.</li> <li>- Test and provide feedback on new social tools. Provide training where necessary.</li> <li>- Ensure all content published and commissioned adheres to BBC's Editorial Guidelines</li> </ul>

You must have demonstrable experience of working on social media platforms, along with excellent editorial experience and strong writing skills.

You will lead the day-to-day running of the BBC Yoruba social media platforms.

You will be helping to grow our audience reach and engagement, as well as referrals to our content across all platforms.

You will report line to the BBC Yoruba Editor.

You will provide best practice guidance for the team's social media activity, using feedback from performance data to drive success.

The Senior Social Media Journalist's task is to use social media effectively to spot the news as it breaks, curate and cultivate user generated content, identify viral content, develop and manage onsite communities and offsite social presences, with the aim of maximising reach and awareness.

You will ensure that the social offer is engaging, coherent, upholds BBC News's editorial values and further establish BBC Yoruba as a ground breaking interactive site especially amongst young audiences.

### **Editorial Judgment**

Makes the right editorial and policy decisions based upon a clear understanding of the BBC's distinctive news agenda, the requirements of news and current affairs coverage as well as those of the programme departments.

### **Decision Making**

Is ready and able to take the initiative, originate action and take responsibility for the outcomes of the decisions made.

### **Imagination / Creative Thinking**

Translates news and current affairs into high quality programming through a detailed understanding of the requirements of the broadcast media and possession of the necessary writing, directing and reporting skills.

### **Planning and organizing**

Is able to think ahead in order to establish an efficient and appropriate course of action for self and others. Prioritizes and plans activities taking into account all the relevant issues and factors such as deadlines, staffing and resources requirements.

### **Resilience**

Can maintain personal effectiveness by managing emotions in the face of setbacks or when dealing with provocative situations. Can demonstrate an approach to work that is characterised by professionalism, 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 behavior change.

### **Managing relationships and team working**

Able to build and maintain effective working relationships with a range of people.


Approval	
<b>Manager</b>	Temidayo Olofinsawo, Editor, BBC Yoruba
<b>HR Business Partner</b>	
<b>Date</b>	

Job impact
<p><b>Decision making</b> Able to operate alone on items and other programme elements.</p> <p><b>Scope</b> A senior journalist covering a wide range of journalism activity who provides thorough, timely and professional reporting on events in a range of formats.</p>

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.*

