

Job title	Producer Director		
Job family	Content Production	Band	D

Job purpose

The Producer Director will contribute to the output of a genre by working as part of a production team and taking responsibility for specific content or sections of content.

Working closely with the Executive Producer, Series Producer or Editor the role will direct and edit long form content. You may have team management responsibilities and you will be required to deliver your project on time and on budget to the highest quality.

Key responsibilities and accountabilities

- To identify and select distinctive content on a variety of platforms, demonstrating strong editorial judgement.
- To creatively define the mood and personality of content, carefully crafting content that will resonate with a wider audience.
- Visually drive the programme both in terms of style and structure, encouraging innovation but always working within BBC editorial guidelines.
- To work effectively with other departments, suppliers & partners (internal & external) ensuring the BBC maintains excellent relationships throughout.
- Lead, motivate and support a team, ensuring that the editorial vision is communicated and understood.
- Working closely with Production Management by ensuring every aspect of the production is carefully planned so that production schedules ensure maximum productivity and come in on budget.
- To ensure content reflects our diverse audiences.
- Liaise with Talent Rights negotiation, and other BBC contract negotiators where required, and ensure copyright and contracts adhere to BBC regulations.
- Develop and manage positive working relationships with staff, contributors and talent and be able to give constructive feedback.
- Contribute to the development and implementation of the department's strategy and policy.
- Seek improvements in content production to develop further efficiencies in working practices.
- Accountable for the compliance and delivery of content, acting within BBC Editorial, Legal and Health & Safety guidelines

Knowledge, skills, training and experience

Essential

- A thorough knowledge of BBC editorial guidelines and other compliance policies, or has the desire to glean this knowledge quickly.
- Understanding of the importance of the BBC's values in accuracy and impartiality.
- A passion for and a great understanding of the area in which the role operates.
- Strong track record in the area in which the role operates with a wide ranging knowledge of production processes.
- Proven experience of the latest production techniques and technologies, for example self-shooting where necessary.

- Excellent editorial judgement and knowledge of the target audience, their needs and expectations
- Experience of influencing, negotiating and communicating effectively and credibly both internally and with external agencies/talent and 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.
- Sound editorial judgement and a thorough knowledge of editorial and legal guidelines.
- Proven experience of taking ideas from concept to finished product whilst driving forward creativity.
- Able to lead the team to develop creative ideas which engage diverse audiences in a demanding creative environment
- Experience of managing and motivating a team, and actively managing team performance, including talent.
- Able to communicate and contribute to the department strategy as required.
- An up to date knowledge of the BBC's diverse audiences and their needs and expectations and use this to shape creative and engagement output.
- Has the ability to consider a range of problems and uses own judgement to apply effective, time critical solutions.
- Experience and knowledge of managing financial budgets and production schedules.

Job impact

Decision making

The Producer Director may report to various roles, depending on the area of which they are working in, but can range from a Series Producer & Executive Producer to a Head of department.

Scope

A Producer Director takes an idea and delivers production content, usually leading a team of people such as Assistant Producers and Researchers. Excellent communication skills are crucial in the success of a Producer Director within a challenging and demanding production environment.

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.