

## Digital Producer, Sport – East Africa (Senior Journalist) at BBC World Service

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Category: arts-design-entertainment-sports-and-media

### Job Description

The BBC World Service is the world's largest international broadcaster, broadcasting radio and television news, speech and discussions in 29 languages to many parts of the world on analogue and digital shortwave platforms, Internet streaming, podcasting, satellite, FM and MW relays. It was announced in November that The BBC World Service will start broadcasting in Igbo, Nigerian Pidgin, Yoruba and Amharic among others in its biggest expansion since the s. The World Service reached million people a week (TV, radio and online) on average in . The English-language service broadcasts 24 hours a day.

### Summary

The BBC World Service is undergoing a significant strategic review to become a digital first operation that provides distinctive and original content.

In line with this strategy, we are establishing digital production hubs to produce high impact, original journalism for our audiences across the globe.

We are looking for a talented and motivated digital producer to research, storyboard, report, present, write, translate, edit and adapt sport news stories or programme material for various audiences and platforms.

### Key Responsibilities and Accountabilities

The Senior Journalist (Digital Producer) will generate new and creative treatments for digital and social platforms, particularly in text and video.

Present engagingly for news and current affairs websites and social media platforms such as Facebook, Instagram, YouTube and TikTok.

Use editorial judgement, creativity and flair to make original and compelling visual content and also produce interesting graphics sequences.

Use knowledge of social and other trends to make informed decisions on upcoming stories.

### **Knowledge, Skills, Training & Experience**

A proven track record of creative digital storytelling delivered to deadline.

Have an accomplished presentation style for digital platforms, which is fluent, engages the viewer and reflects the BBC values.

Extensive knowledge of a variety of sports and issues impacting the industry and sport personalities on the continent

Proven ability to use data analytic tools across BBC digital platforms and relevant social media platforms, to take editorial decisions and understand audience behaviour in the target market.

Ability to push BBC News content on social media and engage with audiences according to the BBC editorial guidelines.

Demonstrable up to date knowledge of the competition and mass media markets in which BBC News operates.

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