

B B C



100 YEARS OF OUR BBC



Finance Director, Content

May 2023 | Reference: HAFQE

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About the BBC

The BBC is the world's leading public service broadcaster and holds a special and significant place in the cultural makeup of the UK. Established by a Royal Charter, it is independent and seeks to fulfil its mission *to act in the public interest, serving all audiences through the provision of impartial, high-quality and distinctive output and services which inform, educate and entertain.*

It does this by delivering across five public purposes:

1. *To provide impartial news and information to help people understand and engage with the world around them.*
2. *To support learning for people of all ages.*
3. *To show the most creative, highest quality and distinctive output and services.*
4. *To reflect, represent and serve the diverse communities of all of the United Kingdom's nations and regions and, in doing so, support the creative economy across the United Kingdom.*
5. *To reflect the United Kingdom, its culture and values to the world.*

The BBC's annual income of c£5bn is primarily made up of the licence fee that is paid by UK households, along with some other sources of revenue, such as commercial operations through BBC Studios. It employs over 20,000 people and has bases across the UK and in 59 countries globally. The BBC uses its income to deliver distinctive content to serve all audiences across the following services:

- television channels including BBC One (the UK's most popular channel), the 24-hour News, acclaimed channels for children and young people, and national and regional television programmes and services across England, Northern Ireland, Scotland and Wales;
- ten UK-wide radio networks;
- two national radio services in each of Northern Ireland, Scotland and Wales, catering to both English and nations language audiences, as well as 39 local radio stations across England and the Channel Islands;
- market-leading digital products including iPlayer, BBC Sounds, apps for News, Sport and Weather, and Children's online services, as well as a vast digital archive; and
- trusted and impartial news for audiences across the world, delivered through the BBC World Service on television, radio and online in more than 40 languages.

A wealth of additional information around the BBC's strategic, and financial plans and performance can be found in our Annual Plan and Annual Report and Accounts as below:

Annual Plan: <https://www.bbc.co.uk/mediacentre/documents/bbc-annual-plan-2023-2024.pdf>

Annual Report and Accounts: <https://downloads.bbc.co.uk/aboutthebbc/reports/annualreport/ara-2021-22.pdf>

<https://www.bbc.com/aboutthebbc>

<https://www.bbc.co.uk/mediacentre/2022/plan-to-deliver-a-digital-first-bbc/>

“The BBC commissions world class content with a distinctly British perspective and we want to work with the best producers and creatives to tell stories which excite, educate and entertain. We are committed to supporting the UK creative sector - and baking diversity into actively backing a broad range of producers, offering breaks for brilliant new talent, building partnerships, everything we do.”

Charlotte Moore, Chief Content Officer

BBC Content

The Content division oversees commissioning for all the national TV Channels and BBC iPlayer, as well as commissioning and production for all 10 national radio networks and for BBC Sounds.

As we celebrate 100 years of the BBC, we remain the number one media brand in the UK, used by around 9 in 10 adults. Our Value for All strategy focuses on high-impact content which extracts more from online and builds the BBC’s commercial income. It reflects the increased use of online services among all audience groups and the need for stand-out premium output amidst an abundance of choice, ensuring the BBC remains distinctive and reaches audiences across the country with trusted British content that reflects their lives and interests.

BBC Content is led by Charlotte Moore, Chief Content Officer, who is responsible for all the BBC’s network TV and Radio output.

Key highlights from 2022/23

The BBC brought the UK together for moments of the highest national importance including the death and funeral of Her Majesty Queen Elizabeth II.

Newsround reached record audiences through daily news bulletins and specials celebrating Her Majesty the Queen and reporting on the plight of children in Ukraine

Frozen Planet II with Sir David Attenborough explored a planet on the brink of major change and was watched by an average of well over 7m across the series.

We helped the UK public navigate the cost-of-living crisis through content on TV, Radio and Online.

We had one of the biggest years in live sport events in our history, with audiences peaking at over 17m on TV and 6m online for the Lionesses' Euros win and our World Cup coverage reaching 38.8m people on TV and over 100m online.

The highly anticipated third series of Happy Valley returned, with the BBC's highest appreciation score for a BBC Drama since current measurement began (93/100) for the final episode.

Last, but not least, we celebrated the BBC's centenary and the BBC's role in informing, educating and entertaining the UK and the world over the last 100 years, with a range of exceptional content including specials from Strictly Come Dancing, the Antiques Roadshow, Doctor Who and The One Show

Looking ahead to 2023/24

The BBC has enjoyed another extraordinary year of high-impact content to come, including three 60th anniversary specials of Doctor Who, the Coronation of King Charles III, and the Eurovision Song Contest, being held in Liverpool on behalf of Ukraine.

We will be shifting more creative activity as part of our Across the UK initiative. New programmes will portray life across the country and reflect its different communities, experiences and stories, including police drama Blue Lights in Northern Ireland, This Town in the Midlands, and the third series of Guilt in Scotland.





The Role

The Finance Director, Content will report directly into the Group CFO, Alan Dickson, and partner with the Chief Content Officer, Charlotte Moore, as a key member of her divisional leadership team. They will provide end to end strategic and financial leadership to enable the division, and ultimately the organisation, achieve business plan targets. They will contribute to the development within Content Division, of the necessary governance, policies and procedures to ensure sound financial management and controls are in place and operating effectively.

The BBC's Content Division is the largest and most diverse portfolio within the Corporation, combining production, commissioning, and distribution across a breadth of media genres. The division is underpinned by a clear set of commercial drivers and requirements but enabled by a broad range of business models and ways of working.

The Finance Director help shape the divisions long-term strategic choices, as well as responding to the immediate tactical priorities. They will play a pivotal role in the development of robust investment strategies, balancing risk across a rich diversity of genres, supporting long term decision making to define the BBC's future content strategy. They will also play a key role in enabling the CFO's vision to elevate the BBC's finance function as a genuine strategic partner.

Key responsibilities and accountabilities

- As the Finance representative on the Content Leadership team to lead on financial performance and advise on delivery of financial objectives to meet strategic divisional targets.
- Provide advice and guidance on the financial strategy against business objectives, supporting the Chief Content Officer, and the COO through planning and modelling.

- Contribute to the development of the annual BBC budget and control the division's operating budget to ensure that all financial targets are met and financial and statutory regulations complied with.
- Oversee the preparation of the division's financial accounts to ensure that these are presented accurately and on time, and enable the organisation to comply with corporate governance regulations and function with no surprises.
- Consider relative value of all investments and assessing the future pipeline of opportunities to further audience value.
- Provide proactive and rigorous financial appraisal to ensure the benefits of new divisional opportunities are realised, financial risks understood and, as appropriate, escalated for Group sign-off in line with delegated authority limits.
- Develop & control the annual operating budget/reforecasts, risks and opportunities to ensure the financial targets are met, ensuring efficient financial management across the organisation.
- Ensure there is a cohesive, coordinated and aligned finance partnering perspective towards key financial deadlines, i.e. financial planning, investment cases, portfolio prioritisation and internal reporting towards Executive Leadership Team and Board members.
- Manage the procurement function to deliver target benefits, policy compliance and financial savings.
- Establish a high level of credibility and manage strong working relationships across the division and broader Finance community.
- To lead on developing the financial literacy of the Senior Leadership Network and the Content Leadership team.
- Build, lead, mentor and retain a high performing and cohesive team to attain the Finance and Operations Division's objectives and aspirations.
- There may be additional responsibilities for this role, pan-BBC Finance, for development.
- Build, lead, coach and retain a high performing and cohesive team to attain the Finance and Operations Division's objectives and aspirations.

Leadership Expectations

Audiences

- Lead by example in your performance, actions and behaviours.
- Generate energy and optimism to achieve and excel, by ensuring your team understand their contribution to the BBC mission, purpose, values and strategy.
- Actively look for opportunities for internal teams or external partnerships to work together for the collective good of the BBC and the audiences we serve.

Creativity

- Create an environment for teams to innovate, test and develop ideas.
- Give your team the time, support and tools to experiment and take smart risks to deliver greater creativity and value.

Trust

- Act as leaders of the whole BBC focusing on our global ambition, not only on your own area.
- Build trust and engagement with regular communication within your team and between teams working together.
- Foster open, constructive debate around disruptive ideas and data, to raise awareness, challenge team assumptions and bias and elicit new insights.

Respect

- Be inclusive and fair in how you hire, manage, grow, celebrate and reward talent - build teams that truly represent our audiences.
- Build a team environment where we treat everyone fairly and equally, where diverse perspectives can be voiced and embraced with honesty and respect and action taken where concerns are raised.
- Regularly ask your team what they need to support their ongoing engagement and well-being especially during times of change.

Accountability

- Take responsibility for agreed plans and strategic direction. Be clear about roles and responsibilities. Stay agile and help your team adapt.
- Agree clear, ambitious, achievable goals with your team for both performance and behaviours. Explain what high performance looks like and why it matters.
- Hold your team accountable for individual and collective results.
- Track progress and give timely, honest, regular feedback on both behaviours and performance.
- Support and challenge to help individuals shift from good to high performance and take action where performance needs to be turned around.



The Person

The successful candidates will bring a commercial mindset which is combined with a passion for supporting globally renowned media content. They will be able to demonstrate a track record of operating a key strategic partner, working as part of a leadership team to ensure robust decision making. They will be comfortable operating a scale, working in support of a range of genres and priorities. Candidates will bring all or most of the following attributes:

- As an expert in their field, they will provide professional leadership and act as role model to their teams and colleagues.
- Adept at managing numerous, diverse senior and executive level stakeholders, often operating under tight timescales and managing numerous competing priorities.
- Experience of operating at a senior level in the public sector and/or dealing with external/governmental stakeholders.
- A convincing and persuasive communicator, required to modify beliefs and opinions of teams, as well as senior stakeholders, able to establish effective and collaborative relations across BBC departments, and external agencies/stakeholders where required.
- Act as the conduit to effective communication and influence across the management team.
- Possesses a strong understanding of the media sector and BBC competitors, and the relevant in-depth knowledge of current industry trends and issues relating to their functional area.
- A deep functional/technical expert with broad and comprehensive understanding of theories, systems and practices relevant to their functional area.
- Strong awareness of the way in which programmes are commissioned, financed and produced.
- Broad and comprehensive understanding of all BBC's regulatory and contractual obligations as they pertain to their functional area.
- Extensive experience in managing significant budgets and understanding key financial drivers.



Terms of appointment

Band: SL

Contract type: Permanent

Location: Flexible. Can be based in any of the BBC's UK bases, with regular travel anticipated.

We're happy to discuss flexible working. There is no obligation to raise this at the application stage but if you wish to do so, you are welcome to. Flexible working will be part of the discussion at offer stage.

Working at the BBC means being part of one of the most creative organisations in the world producing internationally renowned, award-winning content. There are also a range financial and non-financial benefits on offer to BBC employees in three categories.

Core benefits

Pension

A defined contribution scheme known as LifePlan. Your contributions will be made from gross salary, allowing tax and NI savings. The BBC will also pay up to a maximum of 10% into your pension based on the level of contributions you make.

Annual Leave

BBC employees are entitled to 25 days annual leave plus public holidays (pro rata for part time workers), plus an additional BBC Corporation Day between Christmas and New Year and enhanced

Parental and Carers Leave entitlements. You can also choose to increase or reduce your leave entitlement through myChoices during annual enrolment.

Wellbeing Programme

The wellbeing of our employees is very important to us and we offer free, independent and confidential information, resources and counselling on a wide range of work, family and personal issues through the Employee Assistance Programme.

BBC Academy

Discover, learn and grow through the wide range of training and development opportunities.

Life Assurance

BBC Employees are provided with death in service life assurance cover of 4 times basic salary.

Personal Accident Insurance

Personal accident cover provides financial assistance on an ex-gratia basis to you or your dependants in the event of your death or where you suffer a permanent disability as a result of an accident on or off duty anywhere in the world.

Season Ticket Loans

BBC employees that commute to work by public transport are able to apply for an interest free loan to pay for their travel season ticket.

Recognition Scheme

BBC Kudos! is a reward and recognition programme offering formal and informal ways to reward employees who demonstrate behaviour that personifies BBC values, above and beyond their regular duties. The reward can be in the form of a shopping voucher or other informal reward such as a day off in lieu or a short working day.

myChoices

myProtection

A range of insurances for you and your dependents including personal accident, critical illness, travel insurance and a will writing service.

myHealth

Join a gym at a discounted rate (at annual enrolment only), get a health check or take out dental or health insurance with Bupa.

myLifestyle

Increase your annual leave (at annual enrolment only), make National Insurance savings on the value of technology or make tax and NI savings through the cycle to work scheme.

BBC myDeals

As a BBC employee you also have access to discounts and special offers from a wide variety of shops, restaurants, health, leisure and entertainment providers.



How to apply

Saxton Bampfylde Ltd is acting as an employment agency advisor to the BBC on this appointment. Candidates should apply for this role through our website at www.saxbam.com/appointments using code **HAFQE**.

Click on the 'apply' button and follow the instructions to upload a CV and cover letter and complete the online equal opportunities monitoring* form.

The closing date for applications is noon on **Wednesday 7th June**.

For further information about the role, telephone +44 (0)20 7227 0880 or email Todd.Heppenstall@saxbam.com. Saxton Bampfylde are happy to have a confidential discussion regarding any reasonable adjustments during the process.

** The equal opportunities monitoring online form will not be shared with anyone involved in assessing your application. Please complete as part of the application process.*

GDPR personal data notice

According to GDPR guidelines, we are only able to process your Sensitive Personal Data (racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, genetic data, biometric data, health, sex life, or sexual orientation) with your express consent. You will be asked to complete a consent form when you apply and please do not include any Sensitive Personal Data within your CV (although this can be included in your covering letter if you wish to do so), remembering also not to include contact details for referees without their prior agreement.

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