

## **Client Sales Support**

### ***Function:***

Performs tasks associated with creating and managing sales plans and tactics, while providing required weekly, monthly and quarterly reporting and forecasting. This involves managing client campaigns from inception to completion through the sales cycle and being accountable for all aspects of clients' business in collaboration with the Integrated Account Lead as well as pursuing new business to expand the client base and grow revenue.

The activities involved are critical to the delivery of services committed and the maintenance of achieved revenue, and require independent judgment and decision-making within the parameters of established operating procedures.

The scope of responsibility includes proposal building, negotiating under the direction of the Integrated Account Lead and closing sales opportunities with existing and potential clients to help build revenue. Work involves coordinating the activities of persons outside the unit as well as checking or approving the work of others within the department.

### ***Key Tasks:***

- ◆ Support the day-to-day activities involved in preparing for, pitching and closing a sale, which includes analysing the advertising activity of customers and the potential for increasing CBC/Radio-Canada's share thereof, developing strategic plans for accessing this additional revenue, assisting in the development and maintenance of clients profiles, contact updates, historical buying and establishing and maintaining tracking systems for reporting, trending analysis and identifying potential sales opportunities.
- ◆ Prepare sales presentations that may encompass several markets to be typically directed at advertisers or advertising agencies.
- ◆ Conduct research on potential customer, including their market and activities, competition and the comparative effectiveness of alternate advertising sources, whether in broadcast, print or other forms. Present revenue building opportunities resulting from research to the Integrated Account Lead.
- ◆ Monitor and maintain sales contracts through to completion, modifying or renegotiating, as required.

## **Client Sales Support (continued)**

- ◆ Initiate post-analysis to determine if contract commitments have been met and review results with Integrated Account Lead.
- ◆ Maintain up-to-date knowledge of all Canadian markets likely to be of interest to the customer being served including information on CBC/Radio-Canada's competitors, available advertising sources, as well as the activities of the customers and competitors in market.
- ◆ Coordinate and assist Integrated Account Leads in management of day to day administration issues.
- ◆ Performs maintenance on client account detail and advertising plans on all CBC/Radio-Canada platforms.
- ◆ Proactively monitors and resolves potential performance issues with client marketing campaigns Assist in the coordination of external client events. Collates various tracking systems and reports.

### ***Education Required:***

The job requires a level of education equivalent to post-secondary graduation degree/diploma with emphasis on business and/or marketing and sales consistent with the area of potential assignment.

### ***Experience Required:***

The job requires at least three years of progressive and relevant experience that demonstrates a knowledge and understanding of marketing and sales in the context of the broadcasting industry, including demonstrated understanding of media-related advertising and strategic marketing.

Modified through the validation process January 2015.  
Revised November 30, 2016 – Removed "Revenue" from title.

# EXECUTIVE PRODUCER

## ***Function:***

The Executive Producer leads staff in the planning, conception, development, gathering for and production of major programs or groups of programs or platforms.

Under the overall authority of management there is a regular and ongoing requirement for Executive Producers to plan, direct, and co-ordinate the work of others, effectively communicate the program or platform strategic objectives, and oversee the development of the team and its performance.

As the position is utilized where there is sufficient scale and scope of responsibility to imagine and create processes to deliver against the organization's strategic priorities, the Executive Producer is expected to have strong and proven leadership abilities and a high level of competence in the field or activity in which they work.

The job requires the highest level of creative thinking and an ability to originate and develop innovative program or production concepts as well as techniques and procedures consistent with an integrated content company, and to work strategically with internal and external partners.

While the job requires the ability to think strategically, the Executive Producer must also be able to make immediate decisions in complex and stressful environments, and has ultimate accountability for programming and platform results.

Work must adhere to CBC Journalistic and/or program policies, standards and practices, and the Executive Producer must lead their staff or units to ensure that this occurs.

## ***Key Tasks:***

- ◆ The Executive Producer is responsible for resource allocation with the program or series or location or platform, and is accountable for budget and business outcomes.
- ◆ Responsible for team development by providing mentorship and opportunities to personnel assigned to the production or unit, or as assigned by Management, including program and production personnel, and freelance contributors. This includes ongoing feedback and the utilization of the PMSD process.
- ◆ Performs all or part of the function or duties of an equivalent or lower classification.

## ***Education Required:***

Job requires a university degree or equivalent.

## ***Experience Required:***

Job requires seven (7) years' experience of which five must involve work in broadcasting or a closely related industry, which is directly related to the area of assignment.

December 10, 2013

## **Integrated Account Lead**

### ***Function:***

Responsible for generating, leading and participating in the planning and execution of high level, trans-media sales strategies. This role requires demonstrated experience and senior level client based relationships to successfully negotiate and sell-through innovative custom content programs using CBC/RADIO-CANADA/Radio-Canada assets through the combined sale of broadcast inventory (both English and French), Specialty, Digital and Radio.

Work is governed by CBC Revenue policies and practices, CBC commercial acceptance policies, the Broadcasting Act and its Regulations and the conditions attached to the broadcast licences of the various CBC stations and networks. Strategic guidance and advice are available but there is wide latitude for, and an expectation of independent judgment, creativity and initiative. Work can involve the coordination of the activities of others.

### ***Key Tasks:***

- ◆ Aggressively pursue and create new business opportunities to expand the National client base and grow revenue.
- ◆ Identify and develop new business opportunities, solicit program development funds, as well as collaborate with various CBC/RADIO-CANADA departments to ensure appropriate promotional support and execution.
- ◆ Partner with Marketing to develop custom marketing solutions including branded content strategies in support of revenue generation and client objectives.
- ◆ Design tailored sales packages and make presentations to advertisers and agencies to promote and negotiate the sale of CBC/RADIO-CANADA time and programs including brand inspired content.
- ◆ Lead & collaborate on all sales initiatives through agency based proposals, direct-to-client & new business acquisitions to ensure combined achievement of revenue targets across English and French assets.
- ◆ Develop creative strategies around business to meet targets and maximize revenue.
- ◆ Lead in-depth and strategic management of category & industry tools to develop & drive new business
- ◆ Conduct and/or review research along with support from Revenue Optimization to develop and present annual agency deals/and or agreements for partner clients.
- ◆ Build relationships with industry associations and represent CBC/RADIO-CANADA at Media Events.

## **Integrated Account Lead (continued)**

- ◆ Establish an environment and procedures that are conducive to providing and receiving leads with other Integrated Account Leads.
- ◆ Responsible for all aspects of managing advertising sales accounts including development of trans-media solutions, campaign creation, presenting, negotiating and closing sales opportunities with existing and new clients to build revenue.
- ◆ Manage client campaigns from inception to completion through the sales cycle.
- ◆ Accountable for all aspects of the clients' business.
- ◆ Responsible for managing the client relationship and overseeing the day-to-day strategic business execution. Create and manage sales plans & tactics while providing necessary weekly, monthly and quarterly reporting and forecasting.
- ◆ Maintain up-to-date information related to market changes, the competitive landscape, trends and movements to effectively manage sales territory.
- ◆ Develop and maintain client profiles, contact updates, and historical buying data.
- ◆ Apply knowledge of both industry and client specific trends to allow the CBC to exploit new product launches, industry advocacy campaigns etc
- ◆ Establish and maintain tracking systems for accurate reporting, trending analysis, and identify potential sales opportunities.
- ◆ Participate in the development of internal advertiser and agency revenue objectives and targets, and in the development of pricing packaging strategies, promotion and programming.
- ◆ Analyze and interpret research statistics to assist in the creation of sales presentations and packages.

### ***Education Required:***

The job requires a level of education equivalent to post-secondary graduation degree with emphasis on business and/or marketing and sales consistent with the area of potential assignment.

### ***Experience Required:***

The job requires at least five years of progressive and relevant experience in a sales or sales related role in a media environment, including demonstrated understanding of media-related advertising and strategic marketing.

# Master Control Technician

## ***Function:***

According to the specified requirements, performs tasks required for the efficient and accurate delivery and presentation of program or event related content across all platforms. Creative problem solving is required, where presentation requirements are clear. Work is generally performed according to accepted CBC or industry standards but there is a requirement for independent action, judgment and initiative in order to solve operational problems. Where instructions or requirements are not clear, independent judgments may be necessary under severe time constraints and relevant personnel are contacted for clarification. Problems or faults are reported clearly and promptly to the relevant authority. Receives and replies to audience queries. There is a requirement to coordinate the work of others. Performs tasks and formulates options to ensure the efficient use of distribution and collection resources required by multiple television, radio networks and OnLine services supported by the CBC. Creative problem solving is required in the application of distribution systems knowledge.

## ***Key Tasks:***

- ◆ According to Master Control and operational schedules, patches, switches, and routes video and audio feeds and/or file transfers and related communications circuits both internally and externally. Co-ordinates technical adjustment of these feeds with various production facilities and other clients. Troubleshoots file transfers when required.
- ◆ Contributes ideas and makes recommendations to overcome problems or achieve desired results.
- ◆ In accordance with department and program policies, prioritizes and coordinates distribution and collection facilities. Compiles distribution and collection records for billing purposes.
- ◆ Coordinates routing of feeds, including the booking and purchase of circuits and facilities both domestically and internationally. Ensures their proper termination.
- ◆ In emergency situations, within delegated authority and in a cost effective manner, negotiates and formulates plans and arranges and directs production or presentation staff. This may involve the purchasing of outside transmission facilities.
- ◆ Communicates with common carriers and BDUs such as BELL and ROGERS to diagnose, trouble shoot and resolve transmission problems, and with others to distribute information and instructions pertaining to network programming.
- ◆ Checks and verifies the accuracy of Network schedules with those concerned and inserts corrected information.
- ◆ Operates and makes adjustments to ensure proper transmission through distribution and collection systems. Tests, monitors and reports the response and condition through these systems.

## **Master Control Technician**

- ◆ Monitors and controls audio and video signals of various types including file transfers, ensuring adherence to approved technical standards, and takes appropriate action if quality does not meet those standards. Reports errors, faults or deviations.
- ◆ Checks for routing and availability of program material in accordance with schedules and established procedures. Advises responsible persons of any irregularities. (clean up)
- ◆ Assists broadcast personnel in solving problems.
- ◆ Advises on the needs and requirements of technical operations in terms of equipment, facilities and personnel. (clean up)
- ◆ Performs all or part of the function or duties of an equivalent or lower classification.

### ***Education Required:***

Requires knowledge of the Network schedule and delay patterns, land line & satellites, file transfers and the technical understanding of content distribution systems as well as a basic understanding of production craft functions. Knowledge generally gained through Community College graduation in relevant courses, or equivalent industry experience.

### ***Experience Required:***

Three years industry experience including previous work experience in distribution, operations or production.

September 2014

# SENIOR PRODUCER

## ***Function:***

Leads a team, unit or location in the planning, conception, gathering, and production of content for a specific program or platform, or across programs and platforms.

Under the overall authority of management, or an Executive Producer, there is a regular and ongoing requirement for the Senior Producer to plan, direct, and co-ordinate the work of others, and play a critical role in managing the performance of team members, including the PMSD process.

The senior producer must balance a senior leadership role that includes an accountability to achieve program or platform goals and objectives, with the continuous requirement to focus on details of a program and/or platform to ensure that content is of the highest quality, and conforms to CBC's journalistic Standards and Practices where applicable.

The Senior Producer must be able to make immediate decisions in complex and stressful environments, and lead staff in the use of program or production techniques and procedures consistent with an integrated content company.

## ***Key Tasks:***

- ◆ Ensures all resources within the program or series or location or unit are allocated against strategic priorities.
- ◆ Supports team development and ongoing staff feedback
- ◆ Performs all or part of the function or duties of an equivalent or lower classification.

## ***Education Required:***

Job requires a university degree or equivalent.

## ***Experience Required:***

Job requires seven (7) years' experience of which three must involve work in broadcasting or a closely related industry, which is directly related to the area of assignment.

December 10, 2013



## Senior Reporter

Senior Reporters rank as the most accomplished reporters and communicators. They demonstrate the most sophisticated writing, analysis, presentation, editorial rigour and editorial leadership.

They perform the same functions as a reporter-editor, but have distinguished themselves by some or all of the following criteria:

- ◆ Consistently filing the most important stories on priority shows and platforms
- ◆ Promotion as the face of a program, platform or location
- ◆ Consistent delivery of enterprise, original and impact journalism
- ◆ Exceptional journalistic skills recognized through impact, pickup of stories by other media outlets and awards
- ◆ Frequent assignment to cover stories of major importance outside of their primary location
- ◆ Superior analytical skills, including the ability to analyze major issues and events
- ◆ Expertise in a priority area

### ***Function:***

On a continuing and regular basis, performs reporting and editorial assignments for all media which involve the gathering, writing and presentation of information on complex issues and events of major significance within a geographical region, content area, nationally or internationally.

Work adheres to CBC journalistic and programming policies, standards and practices. General direction is provided but there is a high expectation for initiative and independent judgment in analysis, research, gathering information and generating stories. Work regularly requires the co-ordination of the activities of others and demonstrated journalistic leadership.

### ***Key Tasks:***

- ◆ Exceptional reporting and storytelling.
- ◆ Responsible for generating and executing original journalism.
- ◆ Gathers and researches information and analyses complex and detailed issues of significance from a variety of specialized sources including, but not limited to, national, regional, parliamentary and legislative sources.
- ◆ Demonstrates expertise in specific priority areas.
- ◆ Provides in-depth analysis to enhance the understanding of the audience.
- ◆ Works collaboratively with programme personnel and others in the planning and execution of coverage of significant events and complex issues.

- ◆ Recognizes issues of importance and takes immediate and effective action to ensure an appropriate level of coverage.

***Education Required:***

Job requires a university degree or equivalent.

***Experience Required:***

Job requires ten years of comparable and relevant experience and recognized journalistic credentials which demonstrates proven ability in the field, and knowledge of the media industry.

## **Social Editor/ Presenter**

### ***Function:***

Acting as the Social Media Presenter of the local CBC Station writes online social media headlines, blogs, crafts photos, creates galleries and video for online social media platforms. Proactively encourages audience conversation on social media platforms. Maintains a high degree of organizational skills coupled with the focus and work on a quick turnaround basis. Displays exceptional skill in writing, editing and communicating for social media. Work is governed by and adheres to CBC journalistic and programming policies, standards and practices. Advice and guidance are available but initiative and independent judgment are expected.

### ***Key Tasks:***

- ◆ Ensures the treatment of social media content adheres to the daily priorities established by the local station assignment desk.
- ◆ Writes, edits, packages and publishes media for presentation online in a clear and concise manner. Optimizes content for social media platforms.
- ◆ Gathers and reports information from various sources. Re-packages media as necessary to make it more relevant for the online social media platforms.
- ◆ Selects and crafts photos, and video and/or audio clips to accompany online social media.
- ◆ Provides narration and injects personality into audience exchange, provides linking continuity on social media platforms.
- ◆ Interacts and engages with audience via social media. Includes live blogging and public moderation of live online social media exchanges. Ensures an engaging, positive two-way exchange with the audience.
- ◆ Monitors social platforms for trending stories and community reaction. Promotes these stories on CBC social platforms.
- ◆ Directs audience to other CBC local personalities, programs, and platforms.
- ◆ Appears on other CBC platforms as social media expert. Supports CBC Hosts & Reporters with his or her understanding of the importance of social media.
- ◆ Solicits, coordinates and verifies local User Generated Content (UGC) on behalf of the newsroom.

- ◆ Contributes and pitches ideas or program content; participates in the preparation of program objectives for both local and national social pages.
- ◆ Programs social media for off-hours.
- ◆ Manages social accounts for the CBC News location.
- ◆ Participates in public and/or community relations activities as appropriate, to program(s) and/or the Corporation.

***Education Required:***

Job requires a university degree or equivalent.

***Experience Required:***

Job requires three to four years of directly related experience that includes proven knowledge of online and digital news media.

April 2015

## **Station Technician-in-Charge**

### ***Function:***

In this leadership role assists the Local Station Manager in achieving Corporation objectives by leading other employees and providing specialized technical and production guidance to program areas. This includes assisting the Station Manager with long-term strategic planning for the location. Creative problem solving is required to solve operational difficulties, to assess and optimize the use of resources, and to motivate others. Work is generally performed according to accepted CBC or industry standards but independent action, judgment and initiative are expected. There are requirements to work in a self-administered environment. This position will only be located in stations that do not have an operations manager present and have both television and radio presentation.

### ***Key Tasks:***

- ◆ Leads and coordinates the maintenance and repairs of (through internal staff or outside contractors where necessary) all office equipment, including computers, office based production equipment, and field production equipment. This includes edit suites, live positions, field gathering, transmission, and telecommunications.
- ◆ Operates and maintains IT infrastructure (through internal staff or outside contractors where necessary) including audio and video servers, and on-line editing facilities in radio and television.
- ◆ Coordinates all physical aspects of the office and the relationship with building landlord, and sub-tenants (under authority and guidance of Real Estate Department / Managing Editor).
- ◆ Trains new staff and advises management on their progress.
- ◆ Coordinates all safety issues in the station including security, fire, technical and building codes.
- ◆ Maintains familiarity with technical or production installations and any associated equipment.
  
- ◆ Provides operational support and maintenance for the multi-platform servers, editing systems, presentation systems and CBC's intercity browser.
- ◆ Ensures technical staff maintains equipment in excellent working order and in a ready-state for deployment.
- ◆ Participate in the selection and evaluation of new staff.
- ◆ Recommends to Station Manager, Managing Editor or Senior Director, News Production Services (or delegate) options for the replacement and upgrading of station equipment as required, and participates in the design/development and installation of new equipment.

- ◆ Monitors and recommends strategies for cost reductions with respect to technical equipment, and work processes.
- ◆ Ensures updates of technical drawings for the station are maintained, and submits to CBC Engineering on an annual basis.
- ◆ Ensures all CBC technical standards and practices are adhered to both in operations and equipment maintenance.
- ◆ Verifies the accuracy of time reports and work performed.
  
- ◆ Within delegated limits, plans, assigns, schedules, coordinates and checks the work of assigned staff and reports on matters related to job performance, conduct and safety.
  
- ◆ As assigned or required, may perform any or all of the following tasks:
  - Performs all or part of the function or duties of equivalent or lower classifications.
  - Within delegated limits, hire staff for casual requirements.
  - Provide specialized assistance and works in close consultation with Managing Editor to provide input to the budget process.
  - Costs and purchases (technical) equipment.

***Education Required:***

Requires a superior knowledge and understanding of production and distribution of media on radio, television and online platforms. Knowledge generally gained through community college graduation in Radio or Television arts courses, or equivalent industry experience.

***Experience Required:***

Five years related experience.

Validated on September 23, 2015

# Videographer

## ***Function:***

Performs tasks as a specialist in production, contributing creatively to programming by frequently composing distinctive visuals within the scope and time constraints of the program. Works primarily in news, sports and current affairs. Work is generally performed according to accepted CBC or industry standards but there is latitude for independent action, judgment and initiative. Duties are performed under the direction of program or other personnel, but there may be requirements to work without immediate supervision. Work is usually performed within established program formats. Work is normally performed under high pressure.

## ***Key Tasks:***

- ◆ Prepares, aligns and sets up field cameras ensuring optimum visual and technical quality under prevailing conditions.
- ◆ Lights the subject or scene, composes and records program material using a hand-held camera. Ensures both visual and aural material meets technical and aesthetic requirements for editing.
- ◆ Delivers all recorded materials including shot-lists.
- ◆ In the field, performs simple maintenance of equipment.
- ◆ Drives a motor vehicle on a daily basis.
- ◆ Performs all or part of the function or duties of an equivalent or lower classification.
- ◆ As assigned or required, may perform any or all of the following tasks:
  - ask scripted questions of subjects being recorded.
  - prepare documentation for international travel.
  - **operate a Steadi-Cam rig.**

## ***Education Required:***

Requires an excellent level of technical knowledge and understanding of daily television program production methods. This includes understanding picture composition and single camera lighting. Knowledge generally gained through community college graduation in television arts, or equivalent industry experience.

## ***Experience Required:***

Three years of specialized experience in the news field or remote broadcasting.

## **Web Writer**

### ***Function:***

Selects CBC assigned stories and writes material for presentation online primarily for regional websites. Demonstrates and maintains exceptional skill in writing, editing and packaging for online. Work is governed by and adheres to CBC journalistic and programming policies, standards and practices. Editorial leadership provides guidance, but initiative and independent judgement are expected. Close co-operation with newsgathering and the program unit is essential.

### ***Key Tasks:***

- ◆ Writes, edits, packages, and publishes digital content in a clear and concise manner.
- ◆ Curates the local landing page
- ◆ Ensures the website and stories adhere to the priorities of the day.
- ◆ Gathers and reports information from various sources.
- ◆ Re-writes material as necessary to make it more relevant to the platform.
- ◆ Selects photos, and video/audio clips to accompany online stories.
- ◆ Critically edits material written by others and/or items produced by others.
- ◆ Prepares and writes articles and headlines from information provided by reporters, or wire copy, or original sources.
- ◆ Decides which elements should be included in an item, their order, length and sequence. Creates elements as required.
- ◆ Contributes and pitches ideas or program content; participates in the preparation of program objectives for both local and national pages.
- ◆ Liaises with other staff to ensure required material is available.



- ◆ Publishes CBC material on social media and other platforms.
- ◆ Coordinates the creation of interactive content.

***Education Required:***

Job requires a university degree or equivalent.

***Experience Required:***

Job requires two to three years of directly related experience that includes proven knowledge of online and digital news media. Some individual jobs may require skills in languages other than English. When this is the case, it will be indicated at the time of posting.

April 2015