



Welcome to our information pack for the post of:

Head of Digital Products

The following information is provided to assist your application. Information about the BFI can be found at our website: www.bfi.org.uk with information specifically about job vacancies at www.bfi.org.uk/about-bfi/job-opportunities

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Welcome to our information pack for the post of:

BFI Head of Digital Products

Thank you for your interest in the post. I hope that you find this information pack helpful and we look forward to receiving your application. The successful applicant will be joining the BFI at a hugely important and pivotal time. The post of Head of Digital Products will play a crucial role to ensure our success going forward.

1. How to Apply:

To apply please click the Apply Online button and complete our online application form, including a supporting statement regarding what you bring to the role and how you meet the criteria of the person specification. This includes our equality & diversity monitoring form.

You will not be able to upload additional documents as part of the online application process so please ensure all information requested is included clearly.

Please submit your online application by 28 January 2018.

First interviews will be held in the week commencing 5 February 2018.

If you have any questions or want to discuss the post please contact me via Anita Walker, HR Manager anita.walker@bfi.org.uk.

Again, many thanks for your interest and I look forward to receiving your application.

Edward Humphrey
Director of Digital & Ventures

2. Job Advert

BFI Head of Digital Products

Salary £68,013 - £79,566 plus generous benefits package

As part of the BFI's overall strategic vision to boost audience choice, unlock film heritage, grow earned revenue and support the future of the UK film industry, digital products will play a pivotal role. Through our websites and video-on-demand services, the Head of Digital Products will support the successful realisation of this vision, with the following key areas of focus:

- Digital product strategy
- Development, delivery and management of web and mobile products
- Back-end technology strategy

To be successful you will have a proven track record of leading product teams that design, develop and deliver high-quality products on time and to budget. You are likely to have a background in technology, giving you the ability to understand complex technical challenges and translate them into simple solutions.

Based in Central London, you will enjoy benefits such as our pension scheme, excellent family support, 28-33 days annual leave, tickets to BFI festivals and events plus many others.

Further details about the post can be obtained by visiting www.bfi.org.uk/about-bfi/job-opportunities.

The closing date for applications is 28 January 2018
First interviews will be held in the week commencing 5 February 2018



We support diversity and inclusion

3. The package - salary and benefits

All roles at the BFI are individually evaluated. Each pay scale comprises of 5 points.

This role is evaluated at grade 4B:

£68,013 (point 1)

£70,743 (point 2)

£73,560 (point 3)

£76,506 (point 4)

£79,566 (point 5)

We would normally aim to recruit to the minimum point of the pay scale, but will match to the nearest point within our pay scale (where possible) the successful candidate's current salary within a similar external role, if that is higher than our minimum point.

Staff Benefits

At the BFI we offer a wide range of benefits to staff including:-

- BFI pension scheme
- 28-33 days paid annual leave (excluding Bank Holidays)
- Support for working families: generous contribution to childcare costs; childcare vouchers; enhanced maternity, paternity and shared parental pay
- Employee Assistance Scheme covers you and your key family members across all life events
- We promote and support flexible working
- Free tickets to BFI Southbank screenings and events plus access to other BFI Events
- Loan Schemes such as season ticket and computer purchase
- Ride to Work Scheme
- £100 towards annual Health Club Membership
- Sight and Sound Magazine
- 35% staff discount on all food across BFI Benugo outlets, and 20% staff discount on alcohol
- 70% staff discount on BFI DVDs, 50% on books and merchandise plus 20% off other items at BFI Filmstore
- 40% staff discount on all retail, including upstairs concessions, at BFI IMAX – Odeon

Certain conditions apply on some benefits and these details are available from Human Resources. Some benefits are non-contractual and the BFI reserves the right to review benefits and withdraw benefits as appropriate.

Staff Engagement

The BFI takes our responsibility to engage and develop staff seriously. We carry out a range of activities to facilitate this, including:

- All employees are appraised each year and agree objectives and a development plan with their line manager
- Meetings are held regularly at Directorate, Department, team and individual level with 'all staff' events from time to time
- We regularly review our staff engagement strategies to see how we are doing

4. The BFI

The BFI is an internationally recognised cultural body, and the lead organisation for film in the UK. We are a Government arm's-length body and distributor of Lottery funds for film. We serve a public role which covers the cultural, creative and economic aspects of film in the UK. The BFI delivers this role:

- As the UK-wide organisation for film, a charity core funded by Government
- By providing Lottery and Government funds for film across the UK
- By working with partners to advance the position of film in the UK.

Our ambition is to create a flourishing screen environment in which innovation, opportunity and creativity can thrive by:

- Connecting audiences to the widest choice of British and world cinema
- Preserving and restoring the most significant film collection in the world for today and future generations
- Championing emerging and world class filmmakers in the UK - investing in creative, distinctive and entertaining work
- Promoting British film and talent to the world
- Growing the next generation of filmmakers and audiences

Founded in 1933 the BFI is a registered charity governed by Royal Charter. The BFI Board of Governors is chaired by Josh Berger CBE.

In November 2016 we launched [BFI2022](#), our strategic plan for film for 2017-2022. It focuses on the future, with three core priorities to support Future Talent, Future Learning and Skills, and Future Audiences.

The new strategy builds on the successes and direction of our previous five-year plan - *Film Forever* (2012-2017).

5. The Role

Job Description

Directorate:	Digital and Ventures
Department:	Digital Products
Job Title:	Head of Digital Products
Level/Grade:	4B
Accountable to:	Director of Digital and Ventures
Responsible for:	BFI Player Service Operations Manager, Digital Product Manager, Project Manager, Software Development Manager, UX Designer and Business Analyst
Main contacts:	Creative Director; Director of Marketing, Communication and Audiences; Head of Digital Production; Head of Collections and Information; Head of Programming and Acquisitions
Location:	BFI Stephen Street

Main Aims:

To lead the BFI's digital product strategy, with a primary focus on the business plan, product roadmap and executional delivery for BFI Player, bfi.org.uk and new product developments.

To grow the reach, revenue and resonance of all BFI digital products, within the context of the BFI strategic plan and aligned with the cultural and creative outputs of the BFI.

To align the digital technology roadmap with the product roadmap to deliver the optimal allocation of departmental resources.

Key Responsibilities:

Drive and champion the BFI's digital product strategy, with a particular emphasis on commercially-led creativity and continuous improvement in user engagement.

Lead the three elements within the Product Development team; product management, software development and live service management.

Oversee the BFI's web technology roadmap to ensure alignment and optimisation with the overall product vision.

Supervise the department's project management and software development methodologies to ensure the optimal methodologies are employed.

Produce and maintain a business case for the implementation of the BFI Player direct-to-consumer product strategy in the UK.

Work closely with senior colleagues to agree and deliver the Digital & Ventures directorate's targets for revenue, audience engagement and traffic.

Manage all product execution activities, including procurement and management of product suppliers and commercial negotiation with third parties.

To lead and represent the Department, providing decision making and guidance to direct reports, including any delegated authority

To agree targets and KPIs for each team and to track progress and provide regular management reports

To manage the budget, ensuring that Financial Procedures are followed for the management of all assets (including people).

To ensure that all team members are managed and developed in accordance with the BFI's Performance Management Scheme; ensuring that all people have regular individual and team meetings, have agreed objectives which they are appraised against, with Personal Development Plans to manage their development. To work with Human Resources to ensure that opportunities for development are identified and any performance challenges identified and resolved early.

To keep abreast of changes in best practice to ensure that BFI thinking and practice is leading edge.

To encourage and develop cross team working and collaboration between teams, with teams outside of the Department and Directorate, and with external partners and stakeholders

To carry out all responsibilities in a way which supports the BFI brand values of 'Approachable, Inspiring and Responsive'.

To be supportive and good team player, supporting others where you can, and actively participating in team meetings, events and the induction and training of new team members

To promote and support diversity and inclusion in all activities

To be an ambassador for the BFI through maintaining a professional approach at all times.

To become familiar with and adhere to BFI policies and procedures

To undertake any other activities that may be reasonably required.

Person specification
Minimum requirements

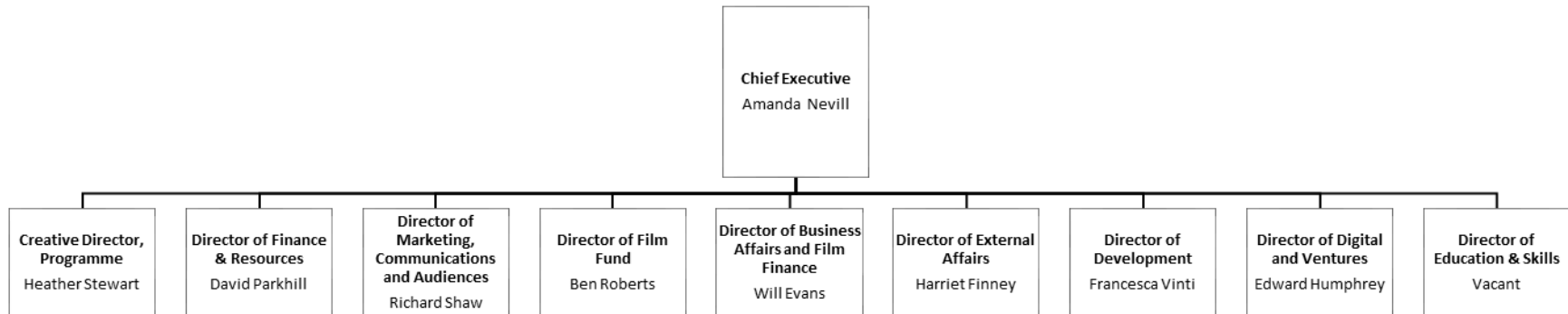
- A successful track record of leading product teams that design, develop and deliver high-quality products on time and to budget
- Proven ability to both think strategically and deliver operationally
- Technology experience and the ability to understand complex technical challenges and translate them into simple solutions
- Adept at creating and managing a product roadmap and using road mapping tools
- A compelling communicator, confident in being able to synthesise and explain complex ideas to non-specialist audiences; and the ability to present persuasively and articulately.
- Experience of strategic planning and the confidence to influence senior level decision making
- Experience of procurement processes and managing third party contracts, including quality delivery issues
- Excellent understanding of planning and budgetary principles
- Significant experience of staff leadership and management, including experience of successful performance management of product and developer teams
- The ability to prioritise and ensure that key deliverables are on target
- A commitment to continual professional development
- A demonstrable commitment to the principles of diversity and inclusion and their practical application and integration within the work environment
- Represent the BFI as appropriate, both nationally and internationally, acting as an ambassador for the BFI and maintaining a professional approach at all times.
- Carry out all responsibilities in a way which will support the BFI brand values of Approachable, Inspiring and Responsive and promotes diversity and inclusion.

- The ability to develop and maintain good working relationships with BFI colleagues, partners and stakeholders
- Good organisational skills with the proven ability to meet deadlines and targets whilst working in a busy environment.

The postholder must at all times carry out his/her responsibilities with due regard to the BFI's Policies and Procedures.

December 2017

6. BFI Executive Structure:



7. Digital and Ventures Department Organisation Chart

