



POSITION DESCRIPTION

1. POSITION SUMMARY

Position Title:	Director ABU News
Tenure Status:	Contract – initial term of three years, renewable
Salary Range:	Negotiable, based on qualifications and experience
Department	News Department
Location:	Based at the ABU Secretariat in Kuala Lumpur

2. THE ABU

The Asia-Pacific Broadcasting Union (ABU) is an international professional association of broadcasting organisations with 274 members in 69 countries. It services these members from the ABU Secretariat, which is hosted by the Malaysian Ministry of Communications and Multi-media, and based in RTM's Angkasapuri compound in Kuala Lumpur.

The Secretariat has 35 international staff led by senior experts in the technical, programme, sports, news and copyright fields.

3. JOB SUMMARY

The Director ABU News is responsible for the overall management and supervision of the News Department. The key activity of the department is Asiavision, a daily exchange of news by file transfer between 34 broadcasters in 30 countries in Asia –Pacific region. The Director's duties include improving the technical and editorial standards of Asiavision, liaising closely with members, attracting more members, arranging training and consultancies for members and organising news-related meetings and events.

The Director is also responsible for managing capacity building activities for ABU member organisations.

4. REPORTING RELATIONSHIPS

Reports to	Secretary-General
Leads	Senior Editor, Asiavision, two Asiavision Coordinators, Secretary and temporary staff that may be employed from time-to-time on particular projects
Functional Relationships	The directors and managers of other ABU departments, especially the Director of the Technical Department, the Director of the Programme Department and the Director of Sport.

5. SPECIFIC ACCOUNTABILITIES

- Drafting the strategic direction of the department in line within the Union' strategic plan
- Overall management of the Asiavision (AVN) news exchange.
- Improving the technical and editorial standards of the AVN products and services by exercising editorial control over the content.

- Recommending rules and policies for Asiavision, aimed at improving its efficiency and effectiveness and motivating members to adhere to the rules to understand them and cooperate.
- Expanding the membership of AVN, especially from the main news-generating organisations, as well as carrying out promotion activities to make the exchange better known.
- Organising the annual meetings of the ABU News Group, ABU Coordinators and other news-related meeting and forums such as the ABU Global News Forum.
- Monitoring editorial and technical standards and arranging assistance to AVN members in their own efforts to improve technical quality.
- Maintaining regular contact with the management of AVN member organisations with the aim of increasing their awareness of AVN and regenerating their commitment to its success.
- Preparing Asiavision’s activity plan and annual budget.
- Establishing an appropriate reporting system and a set of performance indicators.
- Maintaining relationships with news agencies and recommending joint activities or agreements with them as appropriate.
- Writing stories about news activities for *ABU News*
Proposing new projects in the news field.
- Advising management and members on news matters.
- Arranging training and consultancies for Asiavision members.
- Representing the ABU at international meetings on broadcasting news and reporting on these to management and members.
 - Assuming joint responsibility for the career development of the department staff by producing a jointly agreed plan identifying key areas that will assist in personal and professional development. Such development should be consistent with the ABU’s overall personnel development goals.
- Carry out other duties that may be agreed from time to time with the Secretary-General.

6. QUALIFICATIONS AND SKILLS

Mandatory:

- Degree in Political Science, Mass Communications or other relevant discipline.
- Minimum of 15 years’ experience in broadcasting of which at least 10 years in broadcasting news.
- Managerial experience in news.
- Track-record of successful strategy and business development
- Proven ability to manage effectively human and financial resources
- Extensive knowledge of news media developments in ABU member countries and world trends

Desirable:

- Experience in working in cross-cultural environment
- Post graduate degree in Management or Communications
- Experience in representation activities at an international level.

- Citizenship of a country within the ABU region.

7. SELECTION CRITERIA (*Key requirements*)

Experience/Knowledge

Experience in staff management

- Experience in broadcast news
- Experience in organising seminars and/or workshops
- Experience in public speaking
- Knowledge of international affairs and current broadcasting trends
- Knowledge of international broadcasting media and a good network of contacts in the ABU region
- Proficiency in Microsoft Word, Excel, Outlook, Internet Explorer and other software required to perform the duties of the position

Personal Skills

- A very high standard of the English language, both spoken and written, combined with the ability to communicate clearly and effectively the functions and objectives of the ABU.
- HR management skills to establish and maintain successful relationships within the Department and organisation, at all levels, and in dealing with ABU members from a wide range of cultural backgrounds and different levels of language skills.
- Good PR skills and confidence in dealing with the media and international organisations.
- Ability to multi-task and prioritise work and complete tasks under tight timelines
- Good organisational skills and proven ability to work with minimum supervision
- A self starter who leads in thought processes associated with the position's responsibilities
- Willingness to travel and work irregular hours when necessary