



POSITION DESCRIPTION

1. POSITION SUMMARY

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

2. THE ABU

The Asia-Pacific Broadcasting Union is an international professional association of broadcast and media industry organisations with more than 270 members in 69 countries in the Asia-Pacific region and the world. The ABU Secretariat is hosted by the Malaysian Ministry of Communications & Multimedia and based in the Angkasapuri compound in Kuala Lumpur.

The Secretariat has over 37 multi-national staff from various countries. Through its four departments – ABU News, ABU Programming, ABU Sports and ABU Technology, the ABU implements over 110 activities annually in the form of consultancies, symposiums, festivals, conferences, meetings, capacity building, programme exchange and co-productions. The ABU works with leading international organisations to serve its members.

For more information please visit ABU's website www.abu.org.my

3. JOB SUMMARY

The Director of the Programme Department is responsible for implementing radio, television and new media content related activities, a key focus of which is the organisation and management of projects to assist ABU members in raising the standard of their production, presentation and broadcasting skills as well as enhancing cooperation/co-production among members. The post-holder will possess the vision and leadership skills to develop teamwork and new programme strategies within the department. Current activities for which the Director is responsible are; the planning and management of various seminars/workshops for producers including Webinar seminar on New Media, conferences across the Asia-Pacific region including RadioAsia Conference, the provision of programme advisory services for developing countries, various TV co-productions of programmes among members, the annual ABU ROBOCON competition, ABU Radio Song Festival, ABU TV Song Festival, the exchange of TV and radio programmes amongst members including ABU Music Exchange (AMX), collective rights negotiations of programmes for members, the representation of members in international programme markets and the annual ABU Prizes competitions for radio and television programmes.

4. REPORTING RELATIONSHIPS

Reports to	Secretary-General
Leads	Head of Television, Head of Radio, Project Manager New Media and all general support staff deployed to carry out the work of the department by the Secretary - General

Functional Relationships The Directors and Executives of all other ABU departments.

5. SPECIFIC ACCOUNTABILITIES

- To prepare and develop innovative annual activity plans and budgets for the department in consultation with the Secretary-General, taking into account the activities in the ABU's Strategic Plan reflected in the long-term Action Plans and input from members of the Programme Committee (PC), Programme Bureau (PB) and Radio Working Party (RWP).
- To take charge of the implementation of the projects stated in the Action Plans and to communicate with members to make them aware of all opportunities to participate in the activities organised by the Programme Department.
- To maintain regular contact with the management of member organisations, through their ABU Liaison Officers, to increase their awareness and to seek support for Programme Department activities.
- To develop teamwork atmosphere in the ABU Programming and across Departments, encourage initiative, innovation, establish an appropriate reporting system and a set of performance indicators for ABU Programming staff.
- To represent the ABU at international meetings on content issues and report to the management and members.
- To oversee and contribute directly where appropriate to workshops, seminars and meetings organised by the department's Senior Officers, including assistance in the identification of the required presenters, facilitators etc. and making presentations himself or herself when required.
- To organise the Programme Committee (PC) meetings, in consultation with the Chairperson, Vice-chairs of the PC and the Secretary-General, and its working parties including Programme Bureau (PB) and Radio Working Party (RWP), and supervise the administrative and logistical work for such meetings including the preparation of agendas, documents, minutes and reports.
- To liaise with all other Departments for developing joint projects with content production components.
- To write articles, contribute and provide inputs to the *ABU News* publication on a regular basis.
- To identify and secure resources from new funding sources to help expand the range of projects that are able to be implemented by the Programme Department; maintain good relations with existing funding sources.
- To review on an ongoing basis the effectiveness of existing ABU Programming activities to ensure that they meet the needs of members and, where appropriate, devise in consultation with the Programme Committee and other Secretariat

Departments new ABU Programming activities to add value to the ABU membership.

- To identify opportunities to expand copyrights-free programme exchanges among members, utilising new technology where appropriate.
- To explore opportunities for collective rights negotiations for content other than sports programmes, and to represent smaller members at international programme markets and other means to assist members in international sales of content.
- To maintain regular contact with other international organisations like Prix Jeunesse and the International Academy of Television Arts and Sciences, and with sister broadcasting unions like ASBU and EBU, to identify opportunities for cooperation and joint activities.
- To advise the Secretary-General on programme matters and assist with the preparation of presentations and speeches on content issues where required.
- To monitor ABU Programming expenditure to ensure that total expenditure is within the budget approved by the ABU General Assembly.
- To support the Copyright issues and supplement the activities related to the Intellectual Property and Legal Committee's Meetings and publications.
- To carry out other duties that may be agreed from time to time with the Secretary-General.
- To assume joint responsibility for staff career development by producing a jointly agreed plan, identifying key areas that will assist in personal and professional development the employees under Director's management. Such development should be consistent with the ABU's overall personnel development goals.

6. QUALIFICATIONS

Mandatory:

Degree in a relevant communications, arts or management discipline

A minimum of 15 years' experience in broadcasting, of which at least 10 years in television and/or radio programme production and/or management of programming, production or sales departments in a broadcasting organisation.

Citizenship of a country within the ABU region

Desirable:

Experience in working in international and/or cross-cultural environments

Experience of ABU programme activities through previous participation

Experience in representation activities at an international level

7. SELECTION CRITERIA (*Key requirements*)

Experience/Knowledge

- Experience in staff management
- Experience in programme production and presentation
- Experience in organising seminars and/or workshops
- Experience in public speaking
- Experience in organising international conferences/meetings
- Experience in international programme sales/acquisitions and contract negotiations would be an advantage

- Knowledge of international affairs and current broadcasting trends
- Proficiency in Microsoft Word, Excel, Outlook, Internet Explorer and other software required to perform the duties of the position

- Personal Skills

- Proficiency of English language, both spoken and written, combined with the ability to communicate clearly and effectively the functions and objectives of the ABU

- HR management and good inter-personal skills to establish and maintain successful relationships within the 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