

EBU HR position:	Director of Technology & Innovation
Professional area:	Department of Technology & Innovation
Reports to:	EBU Director General

Mission

The **Director of Technology and Innovation** drives innovation of media technology in production and delivery in the broadcasting industry.

He or she influences the development of media technology in the best interest of EBU members.

Leading a team of specialists, the Director facilitates technical guidelines and standards, and provides expertise related to the convergence of media, and evolving technical needs.

He or she creates, encourages, and manages member communities, and understands and explains the trends that shape the media, to empower Members to continue to take good strategic decisions.

Influence

The EBU and its Members have a major influence on media technology. The Director will ensure that the Department continues to be a vital and respected partner for its Members and for the media industry. As a member of the EBU Headquarters Management Team, the Director also plays a major part in shaping EBU strategy.

Accountability

Job content & diversity

Management and Organization:

- Is responsible to the Director General for the effective performance of the department
- Manages a team, many of whom are highly skilled and knowledgeable engineers, and are recognized experts in their more specialized areas such as media production, Internet, and spectrum management.
- At any time, about thirty technology groups are responsible for the technical activities of the EBU, covering a wide range of technology issues. The

Director understands these groups' work and inspires them to be innovative, cost-effective, and successful.

- Provides a secretariat for the Technical Committee's activities. The Director has a statutory position as Secretary of the Technical Committee, with all that it entails, including TC member election management.
- The Department has initiated or encouraged a number of company alliances over the past years, such as WorldDMB, DVB, HbbTV, and DigiTAG, which allow consensus building in areas such as standards, between EBU Members and Non EBU members. The Department, under the Director's leadership, is responsible for different aspects of these alliances, including management of the Secretariat, Chair, and financial book keeping, as appropriate to needs in each case.
- Ensures that the Department's technical activities are relevant and satisfy the needs of the members
- Ensures high quality advice to members on technical issues of collective interest
- Develops and implements the strategy, action plans and projects for the Department, either in conjunction with the Members' activities or as a complement to them.
- Attracts, and retains, visionary, competent and ambitious people in the Department.
- Maintains high organizational and professional ethical standards.
- Ensures high reactivity of services to members interests
- Performs advanced level professional duties, and is a member of the Management Committee.
- Consistently applies and exemplifies the EBU Values internally and externally.

Representation of the EBU's and its Members' interests:

- Promotes the EBU's views and policies in the political (EU and national level) forums and technical communities such as ITU, SMPTE, ISO/IEC, W3C, WBU, IBC Council, EBU/ETSI JTC, and DE. The Director takes formal positions in groups, such as Chair, as circumstances dictate.
- Defends EBU positions and interests in contacts with representatives of international organizations,

national governments, and at hearings and conferences

- Writes publications, articles and papers on topical issues, and participates actively in relevant conferences.
- Manages as nominated editor, a number of publications on technology developments.

Specific topics:

- Identifies technologies of strategic importance to members, and takes action to ensure the short and long term interests of EBU members.
- Influences technology developers in the world by promoting the interests of EBU broadcasters
- Arranges seminars and workshops to allow members to benefit from the knowledge and experience of experts – and to share practical experiences of new technologies, including their impact on workflows and their internal organisation
- Develops and encourages leading-edge applications and solutions in the multimedia environment, working where appropriate with other EBU Departments
- Seeks dialogue and where appropriate partnerships with universities, research institutes and others, and encourages student internships in the Department.
- Provides advice, via staff, to members on individual enquiries on issues of production or delivery, such as archiving, converged production trends, and others.
- Sets and ensures compliance with the highest standards of professionalism and ethics

Cross Functional Collaboration:

- Works with other Departments, especially Media and Public Affairs, to create and develop multi- and cross-media services (such as the EBU media lab initiative, hybrid broadcasting applications) and to ensure the best possible legal and technical frameworks for broadcasters, especially with regard to the media delivery (for example, with regard to spectrum, net neutrality).
- Develops and shares best practices, expertise and

	<p>innovation in all aspects of the media production and delivery.</p> <ul style="list-style-type: none">▪ Develops, manages, and partners with internal and external industry stakeholders to facilitate and drive forward innovation in the media industry
Independence of action	<p>The Director has authority over, and responsibility for the strategy of the Department, output, staff, and management. He or she works with a very large degree of independence. He or she is expected to take the initiative on many topics and to work with a high degree of independence, but in close cooperation with the Director General and the EBU Technical Committee.</p>
Financial responsibilities	<p>He or she is fully responsible for the cost-benefits of the Department, and for cross-departmental projects decided at EBU level.</p> <p>Department annual budget: 8.5 Mio CHF (including all activities). Authorized signatory level: CHF 250'000.</p>
Staff supervision	<p>The Department is currently composed of the following activity areas: Media Production & Fundamentals, Media Delivery & Services, Media Lab, DVB Office, DigiTAG Office, HBB Consortium and WorldDMB. The total staffing including consultants is 30 persons.</p>

Member focus and communication

Communication/ interpersonal skills	<ul style="list-style-type: none">▪ Excellent public speaker and strong communicator with excellent written, presentation and oral communication and interpersonal skills.▪ Ability to explain complex technical issues to non-technical audience whilst also having the depth of knowledge to communicate effectively with technical experts▪ Mediation and persuasion skills.▪ Must be self-confident in his or her knowledge and experience, with a high degree of openness to others' opinions and a good sense of diplomacy▪ Strong leadership skills, ability to think creatively and strategically, excellent judgement and ability to work in a fast-changing and evolving environment.
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Frequency & nature of contacts	<ul style="list-style-type: none">▪ Fluency in written and spoken English. The additional language skill of French is very valuable. Language skills of any other European language are an advantage too.▪ High-level skills in negotiating and problem-solving.▪ Ability to establish and maintain harmonious working relationships with co-workers, staff, and external contacts, and to work effectively in a professional team environment. <p>Frequent contacts with the Director General, with the other Directors and Senior Managers, frequent contact with the Committee Chairman, the Technical Committee, Members of the Executive Board, broadcasters, experts and other industry stakeholders.</p>
Team spirit/ Leadership	<ul style="list-style-type: none">▪ Ability to lead, innovate and inspire.▪ Ability to share and collaborate with peers and subordinates as well as fostering a spirit of cooperation within the Department and the wider technical community.▪ Willingness and capability to initiate participate or lead interdisciplinary initiatives within the EBU.

"Can-do spirit" and problem-solving abilities

Operational	<ul style="list-style-type: none">▪ Excellent management and organisation skills.▪ Ability to work in parallel on a variety of complex issues with a short term, but also with a long term, horizon.▪ Individual with Economics-aware orientation combining a cost effective approach with capacity to accommodate the complexity of the EBU.▪ Willingness to address and prioritise problems as they arise and to tackle them with the appropriate urgency.
Creativity/ Curiosity	<ul style="list-style-type: none">▪ Strong sense of innovation, combined with a sense of what is realistic and feasible.▪ Ability to anticipate future developments.

Desirable qualifications

Education:	University degree in electronic engineering or related subject. Higher degree may be an advantage.
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Knowledge:

- Extensive knowledge and experience in broadcasting and the internet
- Extensive knowledge and skills in implementing best practice in project management, management by objectives, and KPIs.
- Understanding of technological development that influences the creation, production and delivery of media content
- Understanding of the mission of public service media and the demands of the audience in the digital world.
- Solid understanding of Financial statements and capacity to monitor and decide based on Financial analysis and forecast

Experience

- 10 years of full-time experience in the broadcasting industry (Radio, TV, multimedia) with progressively increasing responsibilities.
- Senior management experience
- Recognised authority on broadcasting matters

Approved by:
(Chair of the
Personnel
Committee)

Date:

Signature:

Approved by:
(Director General)

Date:

Signature