



ZIMBABWE BROADCASTING CORPORATION

VACANCIES ADVERT

About Zimbabwe Broadcasting Corporation

The Zimbabwe Broadcasting Corporation (ZBC) is Zimbabwe's national broadcaster. It delivers television and radio services to audiences across the country and internationally and manages several digital platforms. The organisation is committed to providing high-quality, informative, and entertaining content that reflects the diverse voices and perspectives of Zimbabwe.

1. CONTENT & CHANNEL SERVICES DIRECTOR

About the role:

We seek a dynamic and experienced Content & Channel Services Director to lead the creation and production of engaging, informative, educational and entertaining content across all platforms (television, radio and digital broadcasting) at the Zimbabwe Broadcasting Corporation (ZBC). The ideal candidate is a creative and strategic leader with a proven track record in content production, and scheduling, and a strong understanding of multi-platform audience engagement, and emerging media trends.

Key Responsibilities:

A. Content Programming Strategy:

- Oversee the development, production, and scheduling of all non-news content, including entertainment, educational, cultural, and lifestyle—documentaries, dramas, children's shows, and sports programming.
- Drive audience engagement and reach through innovative programming strategies and new content formats.
- Evaluate audience feedback and market trends to adjust programming and services accordingly.
- Manage creative internal teams, including writers, producers, directors, and editors.
- Manage relationships with independent content creators, production houses, and other external content providers.
- Develop and implement a comprehensive content programming strategy to ensure the alignment of content with the organisation's vision, brand, and audience expectations across all platforms.
- Formulate policies, procedures, and standards for curating all broadcast content as required by the regulating authorities of Zimbabwe.

B. Digital Media Leadership:

- Drive ZBC's digital transformation by exploring and implementing innovative content formats and delivery methods.
- Stay abreast of the latest trends in digital media publishing, incorporating best practices to enhance audience engagement.
- Oversee the management and optimisation of ZBC's digital platforms, including websites, social media, and streaming services.

C. Operational Leadership:

- Explore innovative content formats and delivery methods for TV, radio, and online/digital platforms.
- Collaborating with the News & Current Affairs Director to ensure synergy and avoid content overlap.
- Streamline production processes to enhance content creation, scheduling, and delivery efficiency across all the platforms.
- Supervise and allocate resources effectively to meet operational demands and project timelines, including staffing, budgets, and equipment.
- Track operational performance metrics and prepare regular reports to evaluate the effectiveness of workflows and make data-driven improvements.
- Address and resolve operational disruptions swiftly, such as scheduling conflicts, to minimise downtime and audience impact.
- Foster a culture of collaboration, creativity, and innovation within the broadcasting operations team, ensuring alignment with organisational goals.

Qualifications and Experience

- A Degree in Film, Theatre and Television Production, Journalism, Media Studies or a related field.
- Master's degree in a relevant field is preferred.
- Extensive experience or proven experience in content production.
- Ability to plan, develop and execute content strategies that build audience connections and drive revenue.
- Creative thinker with a passion for storytelling and content creation.
- Ability to identify and develop new content that reflects the diversity of the ZBC audience.
- Knowledge of best practices in content acquisition for the radio and television industry.
- Ability to oversee the commissioning of content for all ZBC's television and radio channels, and for digital platforms.
- Oversee budgeting and financial management for the respective Division/Department.
- Experience in collaborating with local and international creative content producers.
- Ability to monitor, analyse trends and anticipate changes within the broadcasting landscape.
- Build and maintain relationships with key stakeholders.
- Minimum of 5 years of experience in a senior management role in a content-led organisation (or division).

2. NEWS & CURRENT AFFAIRS DIRECTOR

About the role:

We seek a visionary News & Current Affairs Director to lead the delivery of accurate, timely, and objective news and current affairs content across all platforms for the Zimbabwe Broadcasting Corporation (ZBC). The ideal candidate will be a strong leader with a deep understanding of journalistic ethics, public broadcasting principles, and the evolving media landscape in Zimbabwe and internationally.

Key Responsibilities:

A. Strategic Leadership & Policy:

- Develop and implement the overall news and current affairs strategy, ensuring alignment with ZBC's mission and values.
- Contribute to the formulation of editorial policies and guidelines that uphold journalistic standards and ethics.
- Lead and mentor a diverse team of journalists, editors, and news and current affairs production staff, fostering a culture of excellence and innovation.

B. News Gathering & Production:

- Oversee newsgathering operations for delivery across TV, radio, and online platforms, ensuring comprehensive coverage of local, national, and international news.
- Manage the production of flagship news and current affairs programmes, ensuring high-quality content that meets audience needs and interests.
- Direct the coverage of state and national functions, ensuring accurate and contextual reporting of significant events.

C. Bureau Management & Coordination:

- Manage the budgets and resources for news and current affairs programming in the entire department.
- Oversee the management of bureau chiefs and other reporters, providing guidance and support to ensure comprehensive national, regional and international news coverage.
- Coordinate newsgathering efforts across different sources, ensuring efficient resource allocation and collaborative reporting.
- Collaborating with the Content & Channel Services Director to ensure synergy and avoid content overlap.

D. Stakeholder Engagement & Partnerships:

- Build and maintain strong relationships with key stakeholders, including the parent Ministry, government agencies, community leaders, and other players at all levels.
- Represent the public broadcaster in relevant industry events and forums, promoting its role in providing accurate and impartial news.

Qualifications and Experience:

- Bachelor's degree in Journalism, Media Studies, Mass Communication, Public Policy, Communication Studies, Political Science, or a related field.
- Master's degree in a relevant field is preferred.
- Extensive experience in television and radio news gathering, programming and scheduling.
- Proven experience in managing high-pressure situations, such as breaking news or politically sensitive coverage.
- Proven track record in leading and managing large teams in a broadcasting and/or media/news environment.
- Strong understanding of the latest trends in broadcasting and digital media.
- Familiarity with modern newsroom technology, data journalism, and digital content creation tools.
- Knowledge of audience analytics and trends to shape news content strategy effectively.
- Experience in overseeing complex projects, from investigative reporting to special broadcasts.
- Excellent communication, interpersonal, and leadership skills.
- Ability to work under pressure and meet tight deadlines.
- Minimum of 5 years of experience in a senior management role in broadcasting.

Applications: Interested candidates who meet the qualifications and experience requirements of these positions are encouraged to submit their applications by email to: executiverecruitment@zbc.co.zw by the 17th of January 2025 to:

The Chairperson
Board Human Resources Committee
Zimbabwe Broadcasting Corporation
No 1 Northend Road, Highlands, Harare