

Beeb job is beyond satire (for a change)

Matthew Moore Media Correspondent

The BBC comedy *WIA* has been praised for skewering the impenetrable jargon and management speak so popular with the corporation's executives.

However, even the show's scriptwriters would have drawn the line at a real job advertised on the BBC website.

The corporation is looking for a "head of change" earning up to £78,000 a year, but applicants could be forgiven for wondering what, exactly, their duties would be.

The introduction gives a sense of the jargon that follows, stating that the successful candidate will be expected to "influence the success of the Terms & Conditions programme with far-reaching impacts" while also "leveraging opportunities for benefits".

The full job description, which runs to four A4 pages, only serves to cloud the issue further. The head of change must "engage senior stakeholders to understand change impacts" and ensure that the "change environment is understood", while simultaneously acting as a role model for "good practice change management competences and behaviours".

The word "change" appears 77 times in the job description. "Oversee and gain senior stakeholder buy-in for the design and planning of the required change management interventions required to successfully embed the change," reads one task.

Strong interpersonal and communication skills are deemed essential for the role — presumably to improve the clarity of future job specifications.

The advert has been circulated among BBC journalists infuriated by the jargon adopted by senior executives and human resources staff.

Many noted that the job title appeared to have drawn inspiration from the satirical "head of values" and "director of better" posts filled by Hugh Bonneville and Sarah Parish's characters in *WIA*.

Previously the BBC has been criticised for using opaque and exotic job titles such as identity architect, controller of knowledge and controller of vision. Other vacancies on the BBC website include *Doctor Who* digital marketing manager, localisation senior executive and senior tester, content discovery.

In October external consultants commissioned by the BBC urged managers to whittle down the corporation's

Apply here

According to its advert the BBC's head of change will:

- Ensure that there is a defined and agreed vision, a clear picture of the future state, a fit for purpose Target Operating Model, and that the change environment is understood.
- Lead and manage stakeholder engagement and communications, set up advocacy and ensure 'change agents' are mobilised.
- Provide thought leadership and leadership for the change management profession — inspiring others and applying knowledge and experience to grow CM maturity.
- Identify overt and covert organisation culture and its influence on the change.
- 'Flex' to changes in focus.

JOB DESCRIPTION			
Job title	Head of Change		
Job family	Project Management	Proposed band	F
Job purpose			
Heads of Change are deployed on risky, complex, large-scale 'C' type programmes involving significant organisational and transformational change. They may also be deployed in the business (when there is a need) to lead a dedicated Change Management team.			

Hugh Bonneville, plays the head of values in *WIA*, alongside Sarah Parish, right, the director of better, and Jessica Hynes, head of the PR agency Perfect Curve



Fact or fiction?

1 Sting rings Alan Yentob to complain that BBC News has used a picture of his wife Trudie Styler instead of Asma al-Assad, the wife of the Syrian leader.

2 A subtitled malfunction quoted Jeremy Corbyn praising Prince Harry "and Hezbollah", rather than Harry and his brother.

3 A cab driver is interviewed live on air after being confused with the editor of a technology website who had been booked to appear.

4 Viewers are confused when a BBC logo is redesigned, omitting details (such as letters B, B or C — or numbers)

5 The broadcasting HQ includes an "Albert Square hot-desking area" and a "Queen Vic meeting room".

Answers: 1. *WIA*, 2. BBC, 3. BBC and *WIA*, 4. BBC, 5. BBC

estimated 5,000 job titles to improve pay transparency.

The corporation is said to have been working on a review for more than a year and hopes to reduce the number of titles to 575.

"We understand that this has not yet been implemented and we would recommend that it be completed as soon as possible to provide more clarity in relation to job titles," the report by Eversheds, a law firm, said.

The BBC, however, is not the only British broadcaster to have been seduced by Silicon Valley-style job titles; Sky employs a director of know-how.

Last night a BBC spokesman said: "It's true the BBC is changing as we

modernise and become ever more efficient, and head of change is a common job in businesses up and down the country."

Sources within the BBC said that change management was an established area of business strategy, especially for organisations operating in fast moving sectors such as the media.

The head of change is within the corporation's deputy director general group, which is responsible for departments including HR, finance and legal. The terms and conditions project on which they will work relates to the streamlining of staff contracts.

The one-year fixed-term role is listed under grade II, the BBC's highest pay band below senior management, meaning it will come with a salary of between £50,581 and £77,788.

Why your iPhone runs sooo slooow...

Georgie Keate, Mark Bridge

For some, buying the latest Apple gadget is worth camping out for or, at the very least, spending hours in a queue.

However, even among the tech giant's fans are those who suspect that the company reduces performance to induce them to buy upgrades.

While most research suggests this is not the case, one data analyst claims there is evidence that the company slows down processors in older iPhones as the batteries begin to wear out.

This helps to prevent phones "dying" on their users after only a few hours, but results in sluggish performance.

John Poole, founder of Primate Labs, a Canadian software developer, collected data on thousands of iPhones after users reported that the operating systems of older handsets with ageing batteries performed worse than those with battery replacements.

When he looked at results from the

iPhone 6S, running on the iOS 10.2 operating system, the data showed the expected performance of a phone running without any problems.

However, on the later 10.2.1, which was introduced in January 2017, performance appeared to dip, contrary to what would be expected after a software update. The same trend was seen when tests were run on the same model running iOS 11.2, released in December 2017. The iPhone 7 appeared to show the same pattern.

The lithium batteries in iPhones are designed to last for 500 full charges, which is meant to cover two years. However, users tend to plug in their phones at least once a day, which would mean 700 charges every two years.

The more often a user charges their phone, the quicker the battery ages, which reduces its maximum capacity and the current it can supply to the phone, so affecting performance.

Apple has faced criticism about its batteries since the iPhone 6S models

began shutting down even though there was 40 per cent charge still showing on the screen.

The company replaced batteries in the affected phones, but also released iOS 10.2.1 to fix the problem.

However, Mr Poole said: "The difference between 10.2.0 and 10.2.1 is too abrupt to be just a function of battery condition. I believe (as do others) that Apple introduced a change to limit performance when battery condition decreases past a certain point."

Users claim that merely replacing old batteries returns phones to their original performance.

By reducing the processing power, the phones should no longer power off when they're supposed to have 40 per cent of battery life remaining.

However, Mr Poole claimed: "This fix will also cause users to think, 'My phone is slow so I should replace it' not, 'My phone is slow so I should replace its battery.'"

Apple did not respond for comment.

Religion 'will go primetime'

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responded to warnings that it risks "marginalising" its coverage of faith. It said it produces 7,000 hours of religious coverage each year, more than any other broadcaster, but this is mostly made up of "traditional worship and discussion" shows outside prime viewing times, such as *Songs of Praise* and the *Sunday* programme on Radio 4. Last Christmas a Church of England spokesman told *The Times* that the BBC's religious programmes had become "tired and formulaic".

The BBC review says: "Our audience research shows that there is an opportunity to increase impact with a more mainstream audience and that this will require new talent, formats and approaches." It adds that the BBC will "extend coverage of non-Christian religious calendars", explaining: "We will create specific features and content for major festivals such as Diwali, Passover,

Rosh Hashanah [Jewish new year], Ramadan, Eid and Vaisakhi [Sikh new year]." A network of religious experts will be created within the BBC to help staff to tackle sensitive issues.

James Purnell, director of radio, education and religious programming, said that the BBC had started improving its coverage. *The Boy with the Topknot*, a BBC Two drama about Sathnam Sanghera, an author and *Times* columnist struggling to tell his parents about his non-Sikh fiancée, was held up as an example. Mr Purnell said: "You'll see both factual and scripted programmes that aren't just in a 'religion' box but are dealing with religious themes across the piece."

Forthcoming primetime shows include *A Vicar's Life*, which follows priests in rural parishes, *The Pilgrimage*, featuring celebrities travelling between holy sites, and *Earth's Sacred Wonders*, which will visit places of worship around the world.

The BBC, which has earmarked 2019 as its "year of beliefs", has said it will also represent the views of those who "are not engaged with traditional religion but are spiritual".