



Age Ratings You Trust

British Board of Film Classification 3 Soho Square London W1D 3HD t:020 7440 1570 <http://www.bbfc.co.uk>

JOB DESCRIPTION

Policy Director

Reports to : Chief Executive

Function : To act as the principal adviser on public and classification policy to the Chief Executive. To oversee and coordinate the BBFC's policy, communications and education work.

To develop strategic partnerships with third parties, including child protection and parent groups, fellow regulators, industry and Government.

To develop, jointly with other ELT members, compelling and sustainable online ratings solutions to protect children and empower consumers.

To manage the BBFC's research programme.

To manage the work of the Policy Assistant, Head of Communications, Head of Education and Head of Business Services.

Duties : To provide policy advice to the Chief Executive on classification and other issues.

To influence and monitor public policy and responding to relevant consultations, including by engaging in public policy debates around classification, education and regulation of content to protect consumers and children, particularly online.

To develop and maintain links with interested third parties, particularly those involved in education, child protection and regulation, both in the UK and internationally.

To monitor and advise on the use of the BBFC's Vision Statement.

To lead on the interpretation of the BBFC's Classification Guidelines and their application in cases which raise significant policy issues.

To attend 'reconsideration request' viewings and offer policy advice.

In the absence of the Chief Executive, to consider and take responsibility for any classification cases which would have required his personal decision, on the advice of the relevant Compliance Manager and in consultation, where necessary, with the Presidents.



To ensure the development of new business opportunities for the BBFC.

To lead a process of underpinning and developing classification policies.

To attend and brief meetings of the BBFC's
Consultative Council and the Advisory Panel on Children's Viewing.

To oversee the BBFC's arrangements for dealing with public
correspondence.

To propose and coordinate a programme of research, particularly in relation
to public opinion on matters concerning BBFC policy, and in relation to
evidence of harm or other 'effects' which might arise from the viewing of
audio-visual content.

To conduct research via the Internet and other electronic means to establish
the suitability for classification of submitted works and equivalent material
under the BBFC's duties and UK law, for the purposes of (but not limited to)
prevention of the distribution of material prohibited by law, and for the
initiation of criminal proceedings. Such research may include visiting
websites which may contain pornographic material, but this should only be to
the extent that this is necessary for these purposes and in the performance
of the duties required by the post.

To represent the BBFC on policy issues in meetings with external
stakeholders.

To carry out such other duties of a similar nature as may from time to time be
required.

April 2017

Signed Date