

Job title	Senior Audience Research Executive		
Job family	Marketing and Audiences	Band	C

Job purpose

- Reports to a Research Manager / Head of Audiences and will work closely and collaboratively within the Audiences team (both research and planning).
- Support on large priority projects and take responsibility for managing smaller and medium-sized projects, which may involve commissioning research from external agencies.
- Take responsibility for ad-hoc research and insight tasks, servicing our divisional partners' requirements with a degree of independence from the rest of the Audiences team.
- Deliver regular performance reporting at a programme, genre and service level which impacts on decision making at all levels of the business, from the strategic to the tactical. Decisions impacted can ultimately result in multi-million pound changes to the business.
- Work flexibly across genres and across all media, irrespective of their area of specialism, in line with business need and to improve their understanding of the wider division. You may also be asked to move around the division on a reasonably regular basis to positively develop areas of understanding and as career development.
- Catalyse strategic and tactical decision making at all levels of the business by providing understanding and summarising programme / genre / service performance within the BBC portfolio in the wider BBC and competitive context incorporating multi-platform performance data, where appropriate. Decisions impacted can result in multi-million pound changes to the business.
- Use data and insight in a creative way to highlight issues and potential solutions to decision makers and creative stakeholders to ultimately ensure that the BBC is getting the best value for the licence-fee payer.
- Support senior colleagues on all aspects of research and insight including ad-hoc tasks and research projects.
- Work flexibly across a range of quantitative and qualitative research projects as required and to be solely or jointly responsible for these projects from start to finish. This will include capturing stakeholder requirements, project management and maximising dissemination throughout the BBC via presentations and use of internal communication tools.

Key responsibilities and accountabilities

- Provide insights which enable decision makers and creative stakeholders to make better decisions, thereby creating value for the organisation through the improvement of existing content and services and/or the creation of new content and services. Decisions impacted can result in multi-million pound changes to the business.
- Creatively analyse and interpret data from a variety of sources to assess the performance of the varying services of the BBC in a competitive context and to inform the development of future services and content
- Undertake quantitative and qualitative research projects and to be solely or jointly responsible for these projects, as specified, including managing project budgets
- Develop effective relationships across the Audience Research team, with key M&A staff and specific divisional partners, including managing own stakeholder relationships
- To present audience insight in a compelling way that tells the story behind the data creatively and engagingly
- Attend focus groups, conferences and other events that may be outside normal working

hours or place of work as required to undertake the role effectively

- Adhere to all relevant BBC safety rules, procedures and guidelines. To be aware of responsibilities under the BBC safety policy
- Adhere to the BBC's policies on diversity and to apply the principles of the policy when carrying out the role.

Knowledge, skills, training and experience

Essential

- You have in-depth knowledge of market and audience research techniques
- You will have conducted quantitative and / or qualitative research projects including questionnaire design
- You can work well with staff at a more senior level in your organisation
- You have a proven record of developing and using audience / consumer insights and communicating them in a relevant, creative and engaging manner
- You have a proven record of working on / leading projects which have had a demonstrable impact on an organisation
- You can manage projects from start to finish, including managing a project budget
- You may have experience of working with media industry data sources
- Strong quantitative analytical skills, particularly working creatively with existing data sources / large data sets
- Able to critically evaluate ideas and information, select relevant data, identify key trends, issues and solutions
- Able to simplify complex problems, processes or projects into component parts and explore and evaluate them systematically
- Able to think ahead in order to establish an efficient and appropriate course of action for self and others. Can prioritise and plan activities taking into account all the relevant issues and factors such as deadlines and resources
- Open to change and keen to seek out new ways of doing things
- Able to build and maintain helpful, productive working relationships. Works co-operatively with others as a team member, as opposed to working separately or competitively
- Connects people, ideas, processes and issues. Effectively shares knowledge, ideas and skills across the organisation
- Able to present sound and well-reasoned arguments to convince others. Can draw from a range of strategies to persuade people in a way that results in agreement or behaviour change
- Actively listens and adapts communication style to the audience being addressed
- Adapts and works effectively with different situations, individuals or groups. Able to understand and appreciate different and opposing perspectives on an issue, to adapt an approach as the requirements of a situation change, and to change or easily accept changes in one's own organisation or job requirements.
- Effective IT skills – able to manipulate spreadsheets and analytical tools and software. Familiarity with appropriate applications – Word, Excel, PowerPoint and Tableau

Job impact

Key Relationships

External:

- Research Agencies, Industry data providers, Industry committees as appropriate, Peers in external media companies

Internal:

- Audience Teams; Marketing; Media Engagement; Department specific partners

Other information

For Reward team use only

Job Code

Definition:

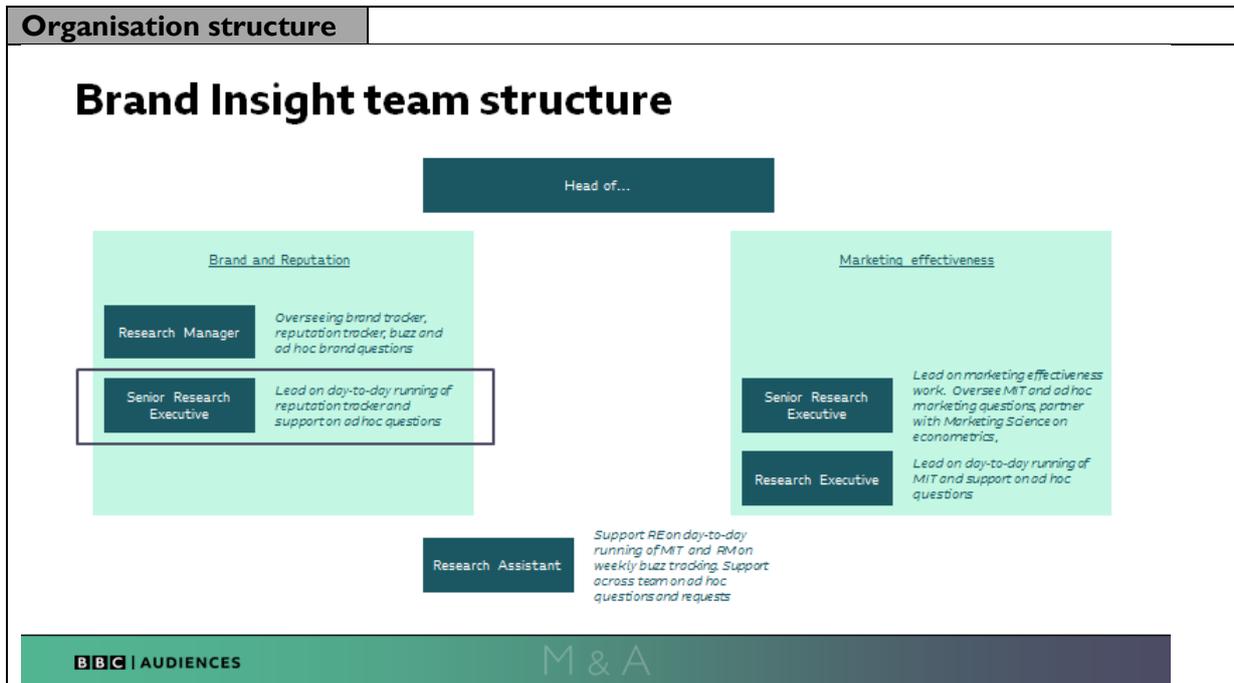
Content Support

This job description is a written statement of the essential characteristics of the job, with its principal accountabilities, incorporating a note of the skills, knowledge and experience required for a satisfactory level of performance. This is not intended to be a complete, detailed account of all aspects of the duties involved.

Appendix

There may be sub-sets of the generic job described above which require additional technical skills. This appendix to the generic job description can be developed to cover such situations.

Division	Marketing & Audiences (DDG)
Reports to (title)	Head of Brand Insight
Location base	W12 - Broadcast Centre



Additional job specific responsibilities and accountabilities

This role sits within the Brand Insight team – a team of six Audience Researchers responsible for evaluating the performance of marketing and measuring brand health – in both instances for the BBC masterbrand, BBC service brands and competitors. In a rapidly changing media landscape the Brand Insight team is right at the heart of several interesting, challenging and fundamental business questions (such as what the drivers of BBC approval are, perceptions of the BBC amongst younger audiences, which competitors we should be worried about and which ones we could learn from, what role marketing plays in changing audience perceptions and behaviours, what we can learn from best in class advertising – be it from the BBC or elsewhere)

At the heart of our team are three ongoing quantitative trackers: our reputation tracker, our competitive brand tracker and our marcomms tracker. The Senior Research Executive will play a key role on our reputation tracker (ART) and our competitive brand tracker (BrandBeat). They will support the Research Manager who ultimately leads on both, and be the key day to day point person – liaising with internal stakeholders and external research suppliers. As such experience running tracking studies, managing research agencies and a high level of comfort with quantitative research are key skills for this role

Alongside running tracking studies the Senior Research Executive will be involved in various ad hoc brand related projects, often for very senior stakeholders. As such experience of working on ad hoc projects (quantitative and qualitative) is an important requirement for this role

As we move from reporting the results of individual brands in isolation to answering business questions using findings from multiple data sources, experience building a narrative from several pieces of research / data is also a key requirement for this role

Ultimately research should inform and shape business decisions and strategies rather than be an end in itself. As such the person in this role should have experience of using research and insight to deliver real business change or impact. Further, the Senior Research Executive will also be expected to work with stakeholders across Marketing and Audiences to identify areas to investigate that can have meaningful business impact

The Brand Insight team pride ourselves on our curiosity and passion for what’s happening in the worlds of brands and marketing. As such it is crucial that the person in this role has a genuine interest in these areas and is able to convey that interest to both colleagues and stakeholders. As a senior member of the team they should be aware of the latest developments in these areas and look to share those learnings with the team and with the wider business

Further, as a team we’re also looking at how we can make better use of social listening tools to understand the performance of our / competitor marketing as well as the health of our / competitor brands. While expertise in social listening isn’t necessarily a requirement for this role, the Senior Research Executive is expected to have an interest in how social listening can aid our work as well as a point of view on how we can make better use of it within the team

With exposure to several senior stakeholders across Marketing and Audiences it is also important that the person in this role is able to communicate clearly and confidently, has strong presentation skills and is able to manage relationships with stakeholder at all levels of the business. Further, the Senior Research Executive plays a crucial role in handling key supplier relationships. As such a proven track record of collaborative, positive and productive supplier relationships is important

The person in this role is also expected to be highly comfortable using Word, PowerPoint, Excel and data analysis packages such as Telmar.

Approval	
Manager	Chris Hutchings - Head of Brand Insight
HR Business Partner	
Date	07/02/2019