

Job title	Audience Research Executive		
Job family	Marketing and Audiences	Band	B

Job purpose

The role supports the Audiences teams in the day-to-day analysis and reporting of audience data, dealign with ad hoc requests and providing support on longer term projects. Audience Research Executives use industry datasets and other research sources to provide audience insight and analysis to support decision making. Requires working with both internal and external stakeholders.

Key responsibilities and accountabilities

- Contribute to ad hoc research projects through the production of audience data and analysis. Work with colleagues to identify the research needed to answer a given question, and analyse and interpret the results in a original and engaging way for decision makers and creative stakeholders
- Contribute to the development of insights which enable decision makers 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
- Assist with ad hoc qualitative and quantitative research projects. Under guidance, develop questionnaires and discussion guides.
- Work with external agencies and partners to provide relevant data to the business to ensure decisions made are based in audience insight
- Desk research and data gathering for projects. Contribute to the presentation of research findings in a way that tells the story behind the data creatively and engagingly
- Develop relationships across the Audiences team, with key M&A staff and specific divisional partners
- 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

- Experience of audience research, ideally gained within a market research agency or client research team
- Some experience of industry databases and analysis software.
- Numeracy skills and able to work accurately with numerical data.
- An understanding of quantitative research, qualitative research and media data analysis.
- Experience of developing and using audience/consumer insights and communicating them in an engaging manner.
- Experience of working on projects which have had an impact on an organisation.
- Able to manipulate databases and analytical tools and software. Familiarity with Word, Excel and PowerPoint.

- Good analytical skills – in particular, the ability to extract key conclusions from data and to communicate these clearly and engagingly both orally and in writing.
- Able to 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.
- An ability to pick up and apply knowledge quickly and effectively.
- Open to change and keen to seek out new ways of doing things.
- 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.
- Able to build and maintain productive working relationships; able to work as part of a team..
- Able to present arguments to convince others. Can draw from a range of strategies to persuade people in a way that encourages agreement or behaviour change. Actively listens and adapts communication style to the audience being addressed.
- Adapts and works effectively with a variety of situations, individuals or groups. Able to understand and appreciate different and opposing perspectives on an issue.

Job impact	
Key Relationships	
External:	Research agencies; Industry committees as appropriate.
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.