

## Insights Manager

### Purpose of the role

Lead insight and understanding of the VOD, DVD and EST markets in the UK, in particular focusing on market size and developments, the performance of our content, and the evolution of viewing in the UK. This role plays a key part in informing our overall market strategy and shaping our commercial deals.

### Key Responsibilities and Accountabilities

- Provide market insight to inform our overall routes to market strategy in the UK, covering:
  - Overall size and growth of the SVOD, DVD and EST markets in the UK and globally;
  - Changes and the drivers of these changes in these markets, i.e. new launches, content strategies, drivers of changing consumer behaviour; and
- The broader evolution of viewing in the UK across media, working closely with our Senior Insight Executive.
- Manage the budget for and relationships with external market research companies to support insight provision (e.g. Futuresource, GfK), and where required commission and undertake qualitative and quantitative research projects
- Play a key role in commercial deal making processes across the DVD/EST & Digital sales team, delivering regular and bespoke reporting on the performance of our content versus the market, and working closely with sales leads to provide data-driven insight to support pricing, windowing and content investment
- Maintain a close relationship with insight teams from wider BBC Studios, UKTV and BBC Public Service to ensure appropriate access to insight and data sources (including audience appreciation index (AI) information) and to continuously learn and develop best practice

### Job Impact

This is a relatively self-sufficient role that has responsibility for delivering regular reporting and ad hoc reports that are likely to be in response to requests from the DVD/EST sales team, UK TV Sales team, or UK strategy. The role supports the wider UK business and as such requires moderate supervision to prioritise and agree the scope of work. It has no direct responsibility for delivering financials.

### Relationships

This role is based in the UK Content Sales team, and works on a daily basis with our UK Senior Insight Executive, who has a particular focus on UK linear.

More broadly, this role must develop and maintain a good relationship with senior business leads across the UK business, and insight teams across BBC Studios, UKTV and the BBC Public Service.

### Knowledge & Skills

- In depth knowledge of business and market intelligence and audience research techniques
- A sound understanding of both quantitative and qualitative research methodologies, with an ability to devise new ways of better exploiting research data
- Successful management of projects of significant scale and complexity to challenging deadlines
- Understanding of appropriate industry or bespoke data sources (e.g. BARB)
- Experience with TV ratings analysis and reporting tools is preferable
- Clear and concise presentation skills with the ability to adapt style for different audiences
- Sophisticated understanding of Powerpoint and Excel and an ability to manipulate large data files or model data to extract meaningful analyses



- Imagination and creativity to do things in a new way and respond to ad hoc requests
- Professional Experience
- Experience working in a research / insight team, including working with large volume of quantitative data
- A proven record of achievement in developing and using business and market intelligence
- Experience in the media industry

## Education

- Ideally educated to degree level
- Evidence of high numerical competency, e.g. in Maths

**A clear direction**



**World class development**



**Strong relationships**



**Business success**



**Innovative & creative environment**



**Global excellence**

