

Appendix

Research Assistant (BBC Children in Need), Band B

Insight team

Key accountabilities:

1. Desk Research.
 - Gathering data and insight to inform and update our thematic briefing documents.
 - Managing updates to our Stats tracker.
 - Conducting desk research on key topics to inform the broader work of the Insight team.
2. External Monitoring.
 - Reviewing and logging daily Press Digests, following up research links and sharing with the team.
 - Summarising key external reports that come into the charity.
3. Analysis.
 - Supporting the development of our impact stories through data collection and analysis.
 - Retrieving and analysing data from Brandvue and YouGov Profiles to inform the broader work of the Insight team.
 - Supporting Appeal evaluation through the collation of data.
4. Information Management.
 - Ensuring that our knowledge and insight is appropriately filed and available via the Insight Hub.
 - Maintaining the Insight Hub and supporting the external publishing of our work
5. Research Project Support.
 - Providing set-up support for our ad hoc research projects and participation initiatives.