

Job title	Audience Research Manager		
Job family	Marketing and Audiences	Band	D

Job purpose
<ul style="list-style-type: none"> • Lead ad hoc and continuous research projects, commissioning research from external agencies & handling those relationships. • Oversee performance measurement and reporting for a service / genre within the BBC Portfolio or for specific research instruments 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. • Identify areas for research and commission qualitative and quantitative projects including budget management • Undertake regular analyses of service/content performance (across all platforms) to catalyse strategic and tactical decision making at all levels of the business • Build a close relationship with divisional partners to support strategic and creative decision making. Decisions impacted can result in multi-million pound changes to the business. • To provide high quality advice and audience insight to relevant internal partners; actively communicating insights generated by the audiences team in an actionable and inspirational way to ultimately ensure that the BBC is getting the best value for the licence-fee payer.

Key responsibilities and accountabilities
<ul style="list-style-type: none"> • 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. • Commission and undertake qualitative and quantitative research and to be solely or jointly responsible for managing these projects well from start to finish, including managing project budgets • 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 • Build strong working relationships with key divisional partners and M&A colleagues. • Responsible for maintaining high standards of presentation, including developing new or imaginative ways of communicating audience insights or analysis in a compelling way. • 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 • 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 can display a proven record of achievement in audience or consumer research
- You have in depth knowledge of market and audience research techniques gained through significant experience of market research
- You are able to devise new and creative ways of exploiting research data
- You can take research beyond data to insights and action using multiple datasets in one narrative
- You have a thorough understanding of appropriate industry or bespoke data sources
- You know how to handle relationships at a senior level
- You can successfully manage big and complex projects
- You have experience of budget setting and control
- 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 committees as appropriate, Industry data providers, Peers in external media companies

Internal:

- Audience Teams (Research & Planning); Marketers and Publicists; Media Engagement; Policy

and Strategy; Department specific stakeholders

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
Reports to (title)	Head of Audiences for Research, Resourcing and Reporting
Location base	Salford

Organisation structure	

Additional job specific responsibilities and accountabilities	
<ul style="list-style-type: none"> • Knowledge and hands on experience of working with, extracting and analysing data from data lakes, including use of coding languages (SQL, Python, R, etc.) • Experience of setting up and maintaining automated reporting, for example using API calls and/or workflow software for data preparation / analysis (e.g. Alteryx) • Data visualisation skills, including use of specialist data visualisation software (e.g. Tableau) • Experience and/or knowledge/an interest in industry data sets such as BARB, RAJAR • Project management skills including planning a team’s workload (regular and ad hoc work), budget and KPI tracking, identifying risks and opportunities • Experience of line management responsibilities including carrying out performance reviews, monitoring ongoing development, providing support, keeping the team informed • Experience working closely with external agencies • Ability to act as a consultant on data and data sources, explaining methodologies and concepts in an easy to understand way for data literate colleagues and stakeholders less comfortable with data • Focussed on efficient working and continuous improvement, ideally with experience of working in an agile environment • An open, collaborative approach to working with colleagues from different disciplines, sharing knowledge, insight and best practice 	

Approval	
Manager	Maddalena Piras Portfolio Head of Audiences
HR Business Partner	Charles Saccani



Date	May 2019
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