

Job title	Head of Audience Research		
Job family	Marketing and Audiences	Band	E

Job purpose

- Responsible for the research discipline across a division or portfolio, taking responsibility for providing and communicating audience research and creative insights to senior stakeholders within the business.
- Reporting into the Head of Audiences for the division, works with senior members of the division to ensure that strategies and initiatives are clearly targeted and audience focused. You will also act as deputy to the Head of Audiences for the division as required.
- Run large, complex research projects independently and proactively analyse and get the most out of our existing data sources and you will draw together insights from multiple sources to tell a bigger audience story.
- Has a track record of impacting the business through insights, and of enabling and leading a team to have impact 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.
- To optimise and develop the research discipline within the division or portfolio, working with the Head of Audiences to deliver a coherent and impactful audience strategy
- To be a leading voice of the audience in the division or portfolio by providing high quality advice and audience insight to the most senior decision-making and creative stakeholders in the division, actively communicating insights generated by the audiences team in actionable and inspirational way. Decisions impacted can result in multi-million pound changes to the business
- To develop the research team’s skills and insights to ensure maximum cross platform insight is being communicated to all stakeholders and ensure that the team stay at the forefront of research thinking and ways of understanding audiences in a digital media world
- To direct strategic cross-platform and/or pan-BBC research projects
- 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
- To creatively tell audience stories from multiple sources, bringing together insights from behavioural data, personal data, ad hoc studies and industry sources to ultimately ensure that the BBC is getting the best value for the licence-fee payer
- To work collaboratively with other areas of the BBC, ensuring that we work across divisions, co-ordinating and sharing learnings with other parts of the business

Key responsibilities and accountabilities

- To support the Head of Audiences to develop the strategy and audience narrative for the division/portfolio, working closely with relevant stakeholders such as audience planning and strategy on future facing work-streams
- To be responsible for all research activity within the division/portfolio and for ensuring that it contributes to the overall Audiences plan

- To commission and undertake strategic, operational and tactical qualitative and quantitative research to inform decision making. To ensure such projects have clear objectives, will deliver tangible insight, meet criteria for prioritisation, deliver within budget and are clearly briefed
- To build relationships with the most senior decision-making and creative stakeholders in the division such that audience research, insight and planning is seen as a vital and inspiring ingredient in the development of services, content and products
- 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.
- To work closely and collaboratively with the Head of Data Insights, to ensure efficient ways of working with the myBBC team
- To 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
- To keep abreast of competitor strategy and performance and use analytical frameworks and tools to interpret and translate the results for senior managers and the M&A Leadership team
- To keep ahead of developments in the field of audience research, maintaining and enhancing professional media contacts
- To comply with all relevant BBC safety rules, procedures and guidelines. To be aware of responsibilities under the BBC safety policy
- To comply with 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 significant expertise in and 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 have a sound understanding of both quantitative and qualitative research methodologies, with an ability to devise new and creative ways of better exploiting research data
- You can take research beyond data to insights and action using multiple datasets in one narrative and have experience in telling stories across multiple sources
- You can point to a strong record of managing and influencing a wide variety of senior stakeholder relationships
- Experience of developing and implementing a strategic direction for a team or service
- You have a thorough understanding of appropriate industry or bespoke data sources
- Successful management of projects of significant scale, budget and complexity to challenging deadlines
- Some understanding of the BBC's structures, policies and concerns would be an advantage and/or an ability to assimilate quickly their subtleties and detail
- You have experience of budget setting and control
- A proven record of managing and developing senior researchers

- Awareness of the need to consider the diversity of the UK audience in all aspects of research
- Demonstrates effective negotiation, presentation and time management skills
- A sophisticated analytical approach and the ability to critically evaluate ideas and information, select relevant data, identify key trends, issues and solutions
- Demonstrable strategic thinking skills, showing the ability to define strategic priorities and the action plans to deliver change and to critically evaluate ideas and information
- Can-do approach and ability to work without close supervision
- High personal drive with a focus on results and achieving goals. Sets expectations for high standards of performance from self and others
- The ability to plan and prioritise activities effectively taking into account deadlines and resources
- Open to change – responds flexibly to new challenges. Keen to seek out new ways of doing things
- Excellent interpersonal and communication skills, (written, verbal & presentation) with the ability to influence senior contacts both internal and external to the BBC
- A team player, able to play an active part in an Audiences team that collaborates effectively to inspire the BBC to think in an audience focused way. Demonstrably seeks out opportunities to collaborate with colleagues in M&A in general and Audiences in particular
- Ability to simplify complex problems, processes or projects into component parts explore and evaluate them systematically
- Able to take research data and insights and think about implications for the stakeholders. To work with stakeholders to use the data to make a difference in content, scheduling, marketing
- Can 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
- Works well with multiple stakeholders, connects people, ideas, processes and issues, sets an example by sharing resources, knowledge ideas and skills across the organisation, builds helpful, productive relationships across the organisation
- Actively listens and adapts communication style to the audience being addressed
- Able to engage and guide senior researchers. Recognises and encourages strengths in others, gives opportunities that play to the strengths of others. Able to provide constructive criticism and guide career development
- Challenges systems, processes and people that block collaboration, connects people, ideas, processes and issues, sets an example by sharing resources, knowledge ideas and skills across the organisation, builds helpful, productive relationships across the organisation
- 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, including divisional Directors

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	
Reports to (title)	
Location base	

Organisation structure	

Additional job specific responsibilities and accountabilities	
<ul style="list-style-type: none"> • 	

Approval	
Manager	Name and job title
HR Business Partner	Name
Date	