

JOB DESCRIPTION

Senior Insights Executive, India

Department: Global News, Marketing & Insights

Location: Mumbai (Santacruz (E)) or Delhi (Gurgaon)

Company

BBC World News and BBC.com, the BBC's commercially funded international 24-hour English news platforms, are owned and operated by BBC Global News. BBC World News television is available in more than 200 countries and territories worldwide, and over 465 million households and 3 million hotel rooms. The channel's content is also available on 178 cruise ships, 53 airlines, including 13 distributing the channel live inflight, and 23 mobile phone networks. BBC.com offers up-to-the-minute international news, in-depth analysis and features, including BBC Worklife, BBC Culture, BBC Future, BBC Travel and BBC Reel, for PCs, tablets and mobile devices to more than 110 million unique browsers each month.

In India, BBC World News has a strong household presence of about 35 Mn households'. The digital content reaches 10 Mn Unique Visitors and upwards monthly and combined with the regional BBC sites UV's stand at around 20 Mn+ in the Indian market. BBC News has around 49.5 Mn FB fans around the world and India forms 10%+ of that which is the highest for BBC coming from a single market. There are 3.52 Mn downloads of BBC News app since inception in India and is majorly dominated by Android.

The Role

Reporting to Insights & Research Director, APAC, BBC Global News (Singapore based), you will be responsible for developing insights for use in our commercial business as well as in the BBC's public service remit. It is a unique opportunity for someone who is keen to develop a versatile set of market research skill sets that encompass syndicated survey, media measurement, digital analytics as well as custom and proprietary research projects to influence editorial strategy and support business revenue target of BBC News product/output in India and beyond. This will include working with GLOBAL NEWS INDIA's advertising sales and distribution sales teams across the region to create commercial opportunities through new and existing research and presenting compelling sales arguments on the back of this.

Acting as an expert across all commercial businesses within GLOBAL NEWS INDIA, including BBC World News Television and BBC.com. A major area of your work will focus on responding to advertising sales requests (both within India and internationally) and therefore the ability to strategically position the BBC platforms among the competitive Indian TV landscape using data and insights is essential. In supporting of distribution sales, you will be required to understand ever changing and dynamic environment and provide the distribution team with necessary insights. In addition to providing regular reports, the aim will be to give strategic direction to the distribution strategy using available insights and thinking beyond the obvious. You will also liaise with Distribution Vendor (Gracenote and Whats-on-India) and help close annual contracts.

You are also encouraged to be creative and out-of-the-box. The BBC has a legacy and strong equity in India and across South Asia. With our multiple product and 'triple play' offering it is of strategic importance that a renewed and refreshed approach is developed prioritising the breadth of BBC products and platforms by matching commercial opportunities to maximise revenue and business potential for GLOBAL NEWS INDIA products.

Key Responsibilities

- Act as an insight expert across all commercial businesses within Global News with a focus on India.
- Provide on-going India audience updates to Senior Management locally and internationally in a timely manner including key industry trends and updates on newly erected regulations.
- Drive the commercial businesses by presenting compelling sales arguments to the sales teams, agencies and clients.
- Respond to requests for audience information from stakeholders from different divisions and for a variety of purposes
- Assist Research Director, APAC to commission and undertake strategic, operational and tactical qualitative and quantitative research as appropriate and as agreed and to be solely or jointly responsible for these projects from start to finish.
- Assist Research Director, APAC to provide evaluations of commercial and in-house campaigns, presenting in a compelling way telling the story behind the data.
- Critically evaluate research findings and challenge perceptions and thinking on audience attitudes and behaviour.
- If projects involve commissioning external agencies, ensure that briefs are clear. To supervise the agency to deliver a successful outcome. To ensure costs and other relevant terms are agreed in writing with the supplier prior to commitment and that budgets held are deployed efficiently. To monitor progress and to supervise the interpretation and delivery of results to the BBC.
- Contribute to the GLOBAL NEWS INDIA Insight team in a positive and constructive manner and help build a great Insight team.
- Ensure the full value of research insights is realised by briefing and aiding the use of insights by Comms and Marketing teams.
- Work with the marketing department to provide accurate insight data and insights for trade related materials.
- Regular meeting and training the sales team so that they understand and use insights effectively.

Required Qualification/Skills:

- Experience in media research, including proficiency in audience measurements for media platforms.
- Experience in a commercial/business research environment.
- Understanding of market research techniques, statistical reporting and panel methodologies.
- Advanced knowledge of the India pay-TV marketplace preferably in the news space. International pay-TV knowledge a plus but not required.
- Proficiency in commercial digital media in India preferably in the news space. International digital knowledge a plus but not required.
- Proficiency with Excel and PowerPoint is essential.
- An appreciation of business processes and a strong understanding of marketing concepts and strategies.
- Self-motivated, deadline-driven, ability to support multiple projects at a time.
- Confident communication skills - both written and oral, comfortable presenting to large groups.

Experience

- Strong experience in the research department of a media agency, research agency or media-related organisation – preferably in an advertising/sales related field, or within the research sector handling media clients. Experiences in pay-TV and/or digital media are a must.

Competencies

Analytical thinking - able to simplify complex problems, processes or projects into component parts explore and evaluate them systematically.

Planning and organisation - able to think ahead in order to establish an efficient and appropriate course of action for self and others. Prioritises and plans activities taking into account all the relevant issues and factors such as deadlines and resources.

Managing relationships - able to build and maintain effective working relationships with a range of people. Works co-operatively with others to be part of a team, as opposed to working separately or competitively.

Influencing and persuading - 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.

Communication – actively listens and adapts communication style to the audience being addressed.

Flexibility - adapts and works effectively with a variety of 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.