

Job title	Senior Marketing & Audiences Planner		
Job family	Marketing and Audiences	Band	D

Job purpose

This role will be responsible for finding and using relevant insight (audience market, brand/content and cultural) to develop and embed actionable creative strategy for three overlapping areas of business: content, distribution and marketing.

The role is responsible for building relationships, leading creative thinking, sharing insights, running workshops, leading divisional and sometimes cross divisional projects (and associated budgets) across the BBC in partnership with research and marketing colleagues. At the same time they will also provide day to day management of planners as needed on a project basis.

The role will work on projects across the specialist area, services and division and as well as for our broader services.

- To work as part of the team to embed audience understanding and strategic thinking in the creative process and lead creative thinking, developing creative strategy that helps Controllers, Commissioners, content makers, marketers and product and editorial leads solve creative problems.
- To think strategically and identify the issues which need resolving in an entrepreneurial way.
- Work closely with Audience Research and analytics to analyse and bring to life existing audience data/information and make it accessible and inspiring – helping to uncover key insights to help the business connect with audiences.
- To lead projects of scale that develop integrated, coherent strategies that will have a positive impact on BBC content across platforms.
- Using creative and strategic craft skills and thinking, to interrogate and reframe problems and questions in inspiring and useful ways and to unearth new and relevant stimulus – from the audience, through brand thinking or from contemporary culture and trends - resulting in inspiring and focused creative briefs and briefings
- To bring together and inspire - via creative facilitation (workshops, brainstorming, immersion days etc) - the creative, digital and leadership community to use this stimulus and direction to develop, refine and evaluate content and service ideas
- To manage and build senior stakeholder relationships, ensuring that the audience is represented in key strategic decisions.
- To contribute to the development and continual improvement of Planning at the BBC and to help build the Planning community – including managing or mentoring other planners as needed.

Please note although this position the will work closely with the Research and Marketing teams, it is not a specific research or marketing communications role. Though this role will have a specific service/divisional remit, it has a portfolio-focus and home division or remit area is subject to change.

Key responsibilities and accountabilities

- To work alongside controllers, commissioners, divisional directors, strategy, content-makers, product-owners, marketers and the corporate centre to identify and solve their creative/brand issues. This will range from writing creative briefs and audience-focused strategies, developing brand architectures and brand positionings, running workshop sessions helping align and inspire key players around an audience focussed agenda, to the

development of completely new content strands / products / services and brands (as well as refreshing and optimising existing ones).

- To use audience, brand, product and market understanding to help drive informed and integrated strategic decision making for content, brands, products and services across platforms – impacting the BBC’s investments strategy and creative direction.
- To create, build and maintain strong working relationships with the creative and leadership community of the BBC and with a network of external thinkers and industry colleagues.. The building of trust, credibility and acceptance will be absolutely critical to the success of this role.
- To work across the ‘fault-lines’ in the BBC (across brands, across platforms, across editorial and product/digital teams) to maximise the impact of the ‘audience voice’ from Commissioning through to Development and Marketing at a programme, service, product and strategic level
- Work hand-in-hand with other teams in Marketing and Audiences (M&A) to represent one M&A view
- To use whatever tools are appropriate in tackling these projects. This will include analysis of existing information and research, the development of new creative stimulus, strategic thinking and sympathetic creative development.
- To work with appropriate parts of M&A across divisions to ensure consistency and optimise the impact of our output on our audiences
- To support the Head of Planning in embedding Planning as a vital and valuable discipline within the wider BBC.

Knowledge, skills, training and experience

Essential

- Substantial experience and working knowledge of all the necessary tools to help solve creative problems and develop creative strategy (including strategic and creative thinking, understanding of qual and quant research, running qual research projects, project management, developing creative stimulus, creative facilitation, insight synthesis and hypothesis formulation, creative briefs etc). This experience can be in any creative business.
- Experience of working in creatively led businesses alongside creative people at a senior level to help them develop ideas; with a proven ability to do so sensitively and sympathetically
- Experience in developing creative strategy that is actionable and has created significant impact in a business
- Experience in working with and creating impact with audience insight – pulling together simple narratives from multiple sources.
- Knowledge of and experience in developing brand and marketing strategy
- Leadership & Project management skills. Ability to manage complex projects from conception to completion and to bring together disparate groups of people to work effectively as a team.
- Interest in the creative output of the BBC is essential. As is knowledge of, and interest in, the rapidly changing media industry domestically and internationally and the role of the BBC within it.

Analytical Thinking

- Able to simplify complex problems, processes or projects into component parts, then

explore and evaluate them systematically.

Strategic Thinking

- Strategically focused, able to identify areas which will most benefit the business and able to translate a range of information into a meaningful story perceived as stimulating and useful for the business.

Communication

- Able to get one's message understood clearly by adopting a range of styles, tools and techniques appropriate to the audience and the nature of the information.
- Confident and self-assured, with the ability to manage and adapt to challenging situations with sensitivity.
- Can facilitate and present with energy and authority.
- A respected voice in senior discussions.

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.
- Sympathetic understanding of creative and product management processes.

Collaboration

- 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.

Creative Thinking

- Creatively-minded and inquiring.
- Must have ability to look at existing situations and problems in novel ways and come up with creative solutions.
- Fosters imagination, creativity and experimentation.
- Must be interested in what's happening in the world: new developments and ways of working, trends, the changing lives of people and technology.
- The ability to use this as part of the role as creative inspiration.

Tenacity and Resilience

- Demonstrates an approach to work that is characterised by commitment, motivation and energy.
- Manages personal effectiveness in the face of pressure or when dealing with provocative situations.
- Appetite to grow and develop.
- Open to change – responds flexibly to new challenges.
- Resourceful and independent with a proactive approach and the ability to work without close supervision.

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.

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.

Job impact

Key Relationships

External:

- Agency providers, Strategic consultancies, Planning community, Speaking at conferences, Academics/universities, Government/DCMS as required

Internal:

- Controllers, Commissioners, Product heads, Exec producers and Editors, Genre/divisional directors, Head of Marketing, Directors of Marketing and Audiences, Heads of Audiences, Planners, Social Media Leads, Research and Analytics, Strategy, UX&D, R&D

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, Chief Customer Officer Group
Reports to (title)	Head of M&A Planning, Content
Location base	Media City

Organisation structure	<p>This role sits within the BBC's Audiences department, reporting into the Head of Audience Planning for Content. Audiences as a department sit within the broader Chief Customer Officer's Group, along with Marketing, BBC Creative, Central Brand and the Licence Fee Unit.</p>
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Additional job specific responsibilities and accountabilities	<p>Reporting to the Head of M&A Planning, Content this role will work within the BBC's Content division (TV and iPlayer). Senior Planners within Content are responsible for developing insight-led creative strategies across genres, services and programmes, influencing the BBC's most important TV output. This role will work to embed audience understanding, market content and strategic thinking into the creative process in order to help Controllers, Commissioners and editorial leads solve creative problems and influence commissioning decisions.</p>
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Approval	
Manager	Ami Evans, Head of M&A Planning, Content
HR Business Partner	Bridget Kane
Date	