

JOB DESCRIPTION

Job Title: Research Executive (Digital)
Department: Audience Insights
Division: World Service Marketing and Audiences
Grade: 5

Background

The BBC's World Service Group delivers international news output from the BBC and comprises BBC World Service, BBC World News television, BBC Monitoring and the BBC's international online news services. Together, these services provide a focal point for viewers and listeners around the world, attracting a combined global weekly audience of over 345m. The World Service sits within this broader division, delivering journalism on TV, radio and online across the globe in 38 languages.

The focus of this role will be balanced between digital and social measurement and research and insight, reflecting the importance of online platforms within World Service Group, and our objective to become the world's leading digital news provider.

Job Purpose

As Research Executive within the World Services Audiences team, you will be involved with delivering actionable insights across BBC World Service, helping journalists, product managers, marketers and business development teams better understand their audiences and make data driven decisions. As part of this you will be make use of web analytics data and support on a range of research projects, both quantitative and qualitative. You will work individually as well as in multidisciplinary project teams, and have significant opportunities to influence business decision making.

Principal Accountabilities

- To produce analysis of web analytics and other quantitative data including charts, tabulation and report writing as agreed with other team members.
- To contribute to research projects as part of wider project teams, including liaising with and management of research agencies.

Main Duties

Project management:

- Management of small projects throughout their lifecycle, including commissioning, daily project management, analysis of results and presentation of findings.
- Support wider team with larger projects as required.

Analysis:

- Analyse data collected online (e.g. web analytics, social analytics, social listening) through surveys or via other quantitative research sources to pinpoint the insights.
- Write summaries identifying the key highlights on regular monthly online performance reports.

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Presentation and Communication:

- Presentation and communication of research results across the business, to a variety of stakeholders.
- Collaborate effectively with the rest of the Audiences team.
- Develop clear presentations to share actionable insights.

Skills, Knowledge and Experience Required

Experience of web analytics is required at some level. This includes use of web analytics systems (such as Adobe Analytics, comScore Digital Analytix, Google Analytics etc.) and/or social analytics tools (such as Facebook Insights, Twitter Analytics, Socialbakers, Pulsar or Crowdtangle).

Experience of using other digital data sources is also beneficial – for example, comScore MMX or other market reports.

Systematic and planned approach to work, including the ability to plan for and work on multiple projects at the same time.

Ability to apply analytical skills to answer business questions – converting raw data into practical insights

Comfortable using Microsoft Office suite (particularly Excel and PowerPoint)

Good team player with ability to meet deadlines under pressure

Interpersonal skills to build strong working relationships with a range of stakeholders in different disciplines and at different levels within the organisation

Ability to interrogate different types of data and integrate multiple data sets from various sources to deliver actionable insights

Excellent written & verbal communication skills and ability to put forward points in a clear and accessible manner

Display a flexible and creative approach to problem solving

A proactive approach to work without the need for close supervision

Competencies

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

Planning and organising - 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, staffing and resources.

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.

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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.

Managing relationships and team working - 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.

Resilience - manages personal effectiveness by managing emotions in the face of pressure, setbacks or when dealing with provocative situations. Demonstrates an approach to work that is characterised by commitment, motivation and energy.

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.

Creative thinking - able to transform creative ideas into practical reality. Can look at existing situations and problems in novel ways and come up with creative solutions.