



POSITION DESCRIPTION

Position Title	Insights Manager, TV and iview	Position No	30005044
Team	Audiences	Band	Executive Level 1
Department	Audiences Insights	Classification	EL1
Location	Sydney	Schedule	
Reporting to	Head Data & Insights	Roster Group	
		Endorsement	

Purpose

Play an integral role in helping the ABC put audiences at the core of what they do by partnering with ABC divisions and divisional leaders to provide research solutions and actionable insights that drive strategic decision making and audience growth.

Key Accountabilities

Lead insights for ABC Television & iview

- Use a range of data sources, including industry TV ratings data, VOD data and, web analytics to analyse, disseminate and report on consumption levels, behavioural insights and identify audience growth opportunities. Make actionable recommendations for content commissioning.
- Use modern data tools and dashboards to articulate key observations and insights
- Write clear and succinct audience summaries and share with key stakeholders
- Work with third party research suppliers and internal stakeholders to ensure appropriate instrumentation of tools and measurement integrity
- Take a holistic view of audience consumption of video content across all media, all platforms, all devices and identify opportunities to interrogate, evaluate and communicate insights

Partner with business units to drive strategic decision-making

- Sit at key executive meetings and share insights and category observations; present results and identify considerations for channel and distribution strategies
- Use data to challenge existing content decisions and give input into strategies that engage new audiences
- Evaluate and identify audience trends and opportunities in TV and VOD programming
- Work with Data Solutions Manager to model and forecast future performance and set KPI's across platforms

Research project management – internal and external

- Work with Insights Manager, Primary Research, on custom projects to compliment other syndicated studies and bespoke research studies
- Provide advice and technical support for a range of marketing and promo strategies.
- Support audience strategy, integrated media and marketing ensuring the appropriate insights are disseminated and actively communicated to a range of internal stakeholders

Educate on key market and industry trends relevant to Television and Video On Demand

- Monitor and advise on trends that impact audience consumption of content and evaluate device usage patterns; provide ongoing evaluation of competitive landscape
- Make explicit recommendations that inform and help deliver digital marketing strategies and targets
- Be a strong voice for TV and VOD measurement needs and aid in decision making; collaborate internally on formulating industry opinion and create a united ABC narrative when appropriate
- Actively promote the ABC values and apply all relevant workplace policies and guidelines.





POSITION DESCRIPTION

- All ABC staff are required to cooperate with any reasonable instruction, procedure or policy relating to safety, and take reasonable care for their own safety and that of other persons who may be affected by their conduct while at work. Additional WHS responsibilities apply to Managers and Supervisors, Divisional Directors, and Other Officers.

Key Capabilities/Qualifications/Experience

1. Tertiary qualifications in media, communications, economics, statistics or related fields.
2. Demonstrated extensive experience in TV and VOD analytics; ability to develop and create dashboards for broad/shared usage
3. Proven custom research experience managing projects from end to end including briefing, questionnaire development, presentation
4. Proven experience using OZTAM and VPM measurement
5. The ability to work with raw data and experience using visualization tools (Power BI, Tableau)
6. Experience using Nielsen Online ratings and web analytics suites such as Webtrends, Omniture, Google Analytics, to craft a succinct story from a high-volume of complex information and data to confidently present to all levels within an organisation.
7. Demonstrated strong organisational skills with the proven ability to anticipate and respond to business needs effectively and efficiently.
8. Demonstrated experience in implementing analytics for web, mobile and app to provide meaningful insight and solutions.
9. Demonstrated strong collaboration skills, with the proven ability to communicate constructively across divisions with a diverse group of stakeholders, both verbally and in all relevant formats (written reports, presentations and executive summaries).
10. Demonstrated strong interpersonal and negotiation skills with the ability to guide and influence others.
11. Ability to represent the ABC in industry forums and working groups.
12. An understanding of and commitment to the ABC's [aims, values and workplace policies](#).

