



## POSITION DESCRIPTION

Australian Broadcasting Corporation

Label	Description
Position Title:	INSIGHTS LEAD – REGIONAL & LOCAL
Position no:	50012578
Team:	[Audiences]
Department:	Audience Data & Insight
Location:	Flexible
Reports to:	INSIGHTS MANAGER, ALL PRODUCT & CONTENT 50059002
Classification:	Administrative/Professional
Schedule:	[Schedule A]
Roster cycle	[Non-Rostered]
Band/level:	[Band 8]
HR Endorsement:	2/03/2022

### Purpose

Oversee and conduct the transformation of data into insights to drive informed business decisions that align with ABC strategy and objectives.

### Key Accountabilities

- Act as the first point of contact for all data, insights/analysis and project requests for the Regional & Local (R&L) Division. This includes identifying, implementing and managing projects, expertly assessing business priorities, and identifying non-essential/non-priority tasks to support the delivery of business objectives.
- Collaborate with the R&L Director and key management teams across focus areas, to provide informed, well-articulated and actionable insights and recommendations, to help shape and influence ABC R&L content and product offering.
- As a subject matter expert, embed primary research into analysis to ensure 'whole of audience' reporting and to drive informed business decisions.
- Collaborate with other divisional leads within the Audience Data & Insights (AD&I) team to ensure an ABC-wide understanding of audiences and audience initiatives in line with organizational goals and objectives.

- Develop and maintain subject matter expertise regarding Audio measurement and collaborate across AD&I to ensure that this data and analysis is shared widely.
- Contribute significantly to the division's strategic objectives by driving the development and delivery of innovative and best practice analytics and insights that inform an ABC wide, multi-platform view of E&S audiences.
- Attend key presentations, Content Business Management and any additional programming meetings to keep abreast of the latest developments and facilitate internal awareness of the latest direction and trends to the business to support the delivery of business objectives.
- Provide highly specialized coaching to stakeholders and colleagues on industry and methodology updates, including educating stakeholders on the availability and use of AD&I dashboards where required.
- Develop strategic relationships within and external to the ABC and drive the communication with the AD&I team to build and maintain a collaborative and high-performance culture where information can be shared and leveraged.
- Actively promote the ABC values and apply all relevant workplace policies and guidelines.
- Cooperate with any reasonable instruction, procedure or policy relating to safety and take reasonable care for your own safety and that of other people who may be affected by your conduct while at work. Additional WHS responsibilities apply to Managers and Supervisors, Team Directors, and other Officers.

## Key Capabilities/Qualifications/Experience

1. Tertiary qualifications in a relevant discipline, or equivalent outstanding skills, knowledge and experience.
2. Demonstrated significant experience in data analytics and insights, specifically social and digital analytics and research, ideally in a media organisation.
3. Demonstrated significant experience using analytics suites such as Fusion (eTAM, eRAM & EDAM), Arianna, Nielsen Online, Webtrends, Omniture, Google Analytics, Flurry and Story Stats to identify trends and provide outstanding insights.
4. Demonstrated significant experience in reporting marketplace trends, landscape and positioning.
5. Outstanding problem-solving and analytical skills, including the ability to recognise the story from high-volume and particularly complex information data and identify market strengths, weaknesses, opportunities and threats.
6. Outstanding leadership and coaching skills with the ability to develop, support and assist others.
7. Outstanding ability to anticipate and respond to business needs and opportunities effectively and efficiently.
8. Outstanding communication, negotiation, and interpersonal skills, including the ability to build strategic working relationships and represent the ABC in industry forums and working groups.
9. **ABC Principles:** Demonstrated commitment to the ABC Principles of We are ABC, Straight Talking, People Focused, Accountable and Open & Transparent.
10. **ABC Policies:** Understanding of the relevance and scope of ABC policies and the ABC Principles and a commitment to adhere to these; particularly in relation to complying with health, safety and wellbeing requirements in the workplace and acting in accordance with the ABC Principles.
11. **Diversity and Inclusion:** Ability to communicate effectively and build relationships with people from a range of diverse backgrounds.



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