



POSITION DESCRIPTION

Australian Broadcasting Corporation

Label	Description
Position Title:	INSIGHTS ANALYST
Position no:	50053597
Team:	[Audiences]
Department:	Audience Data & Insights
Location:	Ultimo
Reports to:	DATA ANALYTICS LEAD 30005729
Classification:	Administrative/Professional
Schedule:	[Schedule A]
Roster cycle	[Non-Rostered]
Band/level:	[Band 6]
HR Endorsement:	29/01/2020

Purpose

Provide research analysis and actionable insights that supports strategic decision making, ensuring alignment with ABC strategy and Audiences' objectives.

Key Accountabilities

- Under limited direction of the Insights Manager, leverage a variety of data sources to contribute to a deep understanding of the media environment, with a particular focus on tv, radio and digital audiences.
- Prepare clear and concise audience performance summaries and share findings with key stakeholders.
- Develop research presentations from conception to completion and formally present to a variety of audiences.
- Using primary data sources such as Nielsen CMV and ABC YourSpace panel, identify and articulate key audience observations and insights to share your work using a strong narrative that supports your findings.
- Develop new report templates and iterate reporting methods to ensure insights are presented clearly, concisely and in an engaging manner.

- Continually review Insights reporting processes and methodologies to identify opportunities for improvement.
- Update Program Line-Up logs across ABC channels.
- Maintain and develop proactive working relationships with internal and external stakeholders to establish their needs and understand audience gaps.
- Continuously develop skills in digital and social analytics including data visualisation using business intelligence tools.
- Keep up to date with the latest developments in media and broadcasting as well as best practices in media measurement.
- 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. Relevant tertiary qualifications and/or equivalent skills, knowledge and experience.
2. Highly computer literate, with advanced knowledge of Microsoft Excel, Word and PowerPoint.
3. Well-developed understanding and ability to evaluate numerical data, tables, charts and graphs; perform calculations; make comparisons and combine quantitative information.
4. Sound industry experience and knowledge of media software, quantitative analysis tools and/or qualitative research methods.
5. Advanced communication skills with the ability to convey generally complex insights, information and ideas to others; and prepare and present reports clearly and accurately.
6. Advanced interpersonal skills with the ability to establish and maintain proactive working relationships with internal and external stakeholders.
7. **ABC Principles:** Demonstrated commitment to the ABC Principles of We are ABC, Straight Talking, People Focused, Accountable and Open & Transparent.
8. **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.
9. **Diversity and Inclusion:** Ability to communicate effectively and build relationships with people from a range of diverse backgrounds.



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