



POSITION DESCRIPTION

Australian Broadcasting Corporation

Label	Description
Position Title:	NEWS INSIGHTS ANALYST
Position no:	30005733 BACKFILL
Team:	[Audiences]
Department:	Product & Content Insights
Location:	Ultimo
Reports to:	INSIGHTS MANAGER – NEWS AND DIGITAL 50059002
Classification:	Administrative/Professional
Schedule:	[Schedule A]
Roster cycle	[Non-Rostered]
Band/level:	[Band 6-7]
HR Endorsement:	18/07/2024

Purpose

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

Key Accountabilities

- Under broad direction, 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.
- Provide strategic analysis of the Media landscape and prepare reports and presentations to inform ABC Strategy in the News Division, and prepare concise audience performance summaries and share findings with key stakeholders.
- Develop insights 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.
- 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 in the News vertical 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 level computer literacy, with highly advanced knowledge of Microsoft Excel, Word and PowerPoint.
3. Extensive knowledge of SQL or other programming languages highly desirable
4. Well-developed understanding and ability to evaluate numerical data, tables, charts and graphs; perform calculations; make comparisons and combine quantitative information.
5. Extensive industry experience in News Insights, and knowledge of media software, quantitative analysis tools and/or qualitative research methods.
6. Excellent communication skills with the ability to convey generally complex insights, information and ideas to others; and prepare and present reports clearly and accurately.
7. Well-developed interpersonal skills with the ability to establish and maintain proactive working relationships with internal and external stakeholders.
8. **ABC Principles:** Demonstrated commitment to the ABC Principles of We are ABC, Straight Talking, People Focused, Accountable and Open & Transparent.
9. **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.
10. **Diversity and Inclusion:** Ability to communicate effectively and build relationships with people from a range of diverse backgrounds.

