Position Title: Audience Research Manager  
Date: March 2018

Business Unit / Location: Audience Strategy

Reports to: Product and Audience Leader

Functional Relationships:

Internal:
Leadership team and executive  
Digital editorial teams, programme producers and presenters  
Product and audience team members  
Marketing and communications staff  
Finance, strategy and planning colleagues  
Junior research staff and research contractors

External:
Market research consultants, agencies and providers  
Industry bodies and committees

Position Purpose:
To manage RNZ’s audience research programme, with responsibility for all aspects of the commissioning, analysis, reporting and dissemination of audience insights at RNZ, across all of its channels and platforms. The Audience Research Manager will support the wider business by interpreting metrics from a variety of digital, broadcast and other data sources, providing strategic advice to leadership, and persuasively communicating research and audience insights throughout the organization, including regular reporting. This information will feed into the business’ innovation plans, helping build a complete picture of our audiences’ needs and forming a critical part of editorial, product and programme development and help reach target audiences.

Key Job Outcomes/Accountabilities:

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<tr>
<th>Outcomes/Accountabilities required</th>
<th>Likely/expected actions contributing to achievement of outcomes</th>
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<tbody>
<tr>
<td><strong>Audience Research Management:</strong></td>
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<tr>
<td>(1) Work across audience strategy, all distribution platforms to ensure new developments reflected in broader market research are cascaded into our plans.</td>
<td>(1) The needs of our audience are foremost drive thinking and any plans reflect this.</td>
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<tr>
<td>(2) Work across our different channels and platforms to help us achieve our audience targets, providing the audience insights needed to help achieve this.</td>
<td>(2) Advise and give input into a multi-channel News and Entertainment editorial strategy which helps us grow audience.</td>
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<td>(3) Identify and communicate the best options to meet the company’s audience metric and research requirements.</td>
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<td>(4) Commission research and data from appropriate research companies.</td>
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<td>(5) Manage external audience research contracts and deliverables – time, budget and scope.</td>
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<td>(6) Manage the work of junior research staff, research contractors, agencies and providers.</td>
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<td>(7) Manage databases of audience performance measures.</td>
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<td>(8) Design research projects, as required</td>
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(3) Help develop a business-wide approach to our audience research and interactions, increasing capability and understanding across the organisation.
(4) New methods or approaches to audience metrics are embraced and shared with staff, including own team.
(9) Develop and maintain the various audience tracking monitors.
(10) Work with the product and audience leader and design colleagues to analyse and disseminate audience information to staff, including own team, in appropriate ways.
(11) Represent RNZ and its interests on relevant industry boards and committees related to research.

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<td><strong>Service Delivery:</strong></td>
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<td>(1) Provide advice to senior managers when changes to strategy or editorial output are being considered.</td>
<td>(1) Ensuring audience research is appropriate and provided in a timely and efficient manner.</td>
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<td>(2) Provide advice to the product and audience team when new innovations are being tackled and throughout the product development cycle.</td>
<td>(2) Analysing, interpreting and reporting on survey information from a variety of databases and other sources, including quarterly GfK radio surveys, Nielsen CMI, Google Analytics, RNZ databases and third party sources. Using these to investigate trends, patterns and exceptions and performing further analyses where appropriate.</td>
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<td>(3) Be the voice of our audience and represent their desires to us.</td>
<td>(3) Monitoring performance in terms of audience data and metrics.</td>
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<td>(4) Contribute to the delivery of new tools and assets which allow our staff to tell the best and most impactful stories in the most appropriate way and on the right platforms.</td>
<td>(4) Assisting senior managers across RNZ with development of story-telling strategies and new product development by provision of strategic advice and participation in planning.</td>
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<td><strong>Staff leadership and development:</strong></td>
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<td>(1) Staff successfully execute the unit’s strategy;</td>
<td>(1) Document individual performance requirements incorporating all elements of the unit’s strategy and encourage the personal approaches required to create a collaborative team.</td>
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<td>(2) Your staff develop and extend their skills and further their</td>
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interaction with the business and our audience;  
(3) It is a team and all voices are heard. This is reflected in feedback from direct reports and others across the business.  
(2) Plan and monitor achievement of direct report staff requirements taking corrective or supportive action as required.  
(3) Collaborate with staff to identify and implement ongoing training and development opportunities.  
(4) Enable and manage creative collaborations involving multiple parties.

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| **Organisational Culture and Strategy implementation:**  
(1) Direct reports are engaged, satisfied and productive within their roles and satisfied with the leadership style of the development lead and internal relationships.  
(2) Staff succession planning is in place.  
(3) Robust project management methodologies are implemented to assist the successful completion of projects.  
(4) Change is well planned and introduced collaboratively.  
| **Organisational Culture and Strategy implementation:**  
(1) Provide coaching and support for direct reports.  
(2) Prioritise use of training opportunities and ensure effectiveness of same.  
(3) Identify and implement strategies to develop existing staff for succession planning purposes.  
(4) Participate in relevant data gathering for staff work satisfaction and engagement.  
(5) Share internal data results and collaboratively identify and prioritise strategies to improve as appropriate.  
(6) Monitor team health and safety compliance ensuring corrective actions are taken as required.  
(7) Identify whole of business learning opportunities and implement strategies as appropriate.  
(8) Contribute to upskilling digital capability across the organisation. |
| **Finance and Administration:**  
(1) Maintain the budget allocated for audience research as appropriate, in consultation with the product and audience leader.  
| **Finance and Administration:**  
(1) Record expenditure as required  
(2) No surprises policy around costs is maintained and the product and audience leader is informed of any issues.  
(3) Provide input and relevant research information as required. |

**General**  
- Collaborate and maintain effective liaison with other parts of RNZ  
- Undertake training and development as directed  
- Other tasks and assignments as may be required from time to time

**Health and Safety:**  
- Take responsibility for own health and safety and that of others  
- Participate in any safety meetings etc as required by Radio New Zealand  
- Comply with the Health & Safety policies and guidelines and complete responsibilities relating to the Health & Safety Business Plan
Emergency Management / Lifeline Utility Role:

- To maintain broadcast continuity in an emergency, you may be required to carry out other duties suited to your skills and experience. This may involve you being temporarily relocated to another Radio New Zealand site if required, usually in a major city

Organisational:

- Be aware of and adhere to Radio New Zealand’s Editorial Policy standards
- Contribute to the overall effectiveness of Radio New Zealand
- Display a high level of initiative, effort, and commitment to Radio New Zealand as it seeks to achieve the aims of the Charter
- Observe statutory requirements and Radio New Zealand policies and frameworks
- Actively participate in and contribute to the development and achievement of own performance targets and the review of work priorities to achieve the organisation’s goals and objectives
- Act in a manner consistent with Equal Employment Opportunities principles and practices
PERSON SPECIFICATION

Qualifications:
- Degree level qualification in statistics or marketing or equivalent experience.

Knowledge & experience:
- Degree-level qualifications in statistics or marketing, or substantial equivalent experience in applied statistical analysis.
- A proven record of achievement in market and audience research, including designing and commissioning market research.
- In-depth knowledge of quantitative and qualitative research methodologies, a high level of comfort structuring, investigating and analysing data from diverse sources, and the ability to apply relevant research approaches to different situations.
- Demonstrated ability to interpret research results accurately, draw sound inferences from them, and exploit research data in innovative ways.
- Skill in communicating research insights in a business environment, with excellent written and oral communication skills, an ability to present data in a compelling way, and ideally some data visualisation and presentation skills.
- Experience managing successful audience and market research projects of significant scale and complexity, including people, budgets, and timelines.
- Experience managing the work of junior research staff, research contractors, agencies and other providers.
- Draft: A thorough, up to date working knowledge of appropriate industry data sources and software plus proficiency with Microsoft Office products including advanced Excel and PowerPoint skills, and good general IT skills.
- Some knowledge of UX, usability and analytics (including GA), and user testing, as applied to digital product development.
- Experience in digital and/or broadcast media is highly desirable, including specific knowledge of and interest in broadcast programming format and format design.

Skills:
- Excellent oral and written communication
- Excellent time management and organisational abilities
- Excellent numerical and IT skills
- Data visualisation and presentation
- Project management
- The ability to work effectively without supervision and as part of a team

Personal Attributes
- Able to form positive and effective relationships with a wide variety of people
- Commitment to producing highly accurate and persuasive work to a consistently high standard
- Applied knowledge of the broadcast and digital media sectors in NZ and an appreciation of key market, consumer and technological trends
- Team player, comfortable working in a collaborative environment with designers, developers, comms professionals and content producers
- Quickly adapts to need for change, is flexible and adaptable in approach
- Recognises the value of cultural and community diversity
- Can make sound judgements quickly
- Aware that there is no ‘one solution’ to any problem and able to balance the diverse needs of the audience, the business, the team, and the information available
- Responsibility and good judgement, able to maintain confidentiality where required
- Strong time management with the ability to meet deadlines
COMPETENCIES

Leadership and Teamwork
- Ensures all people can work together cooperatively, respectfully and effectively
- Motivates and excites people and releases their energies
- Encourages creativity and innovation and harnesses these
- Creates an environment where people can have fun
- Fosters commitment, team spirit, pride, trust, and organisational identity
- Moves to sort out dynamics and interactions between people and relationships. Is committed to increasing their own skills in this area
- Acts as a role model for others, listening and showing consideration for other viewpoints
- Understands and promotes the value of diversity, including obligations under the Treaty of Waitangi

Strategic Capability
- Anticipates needed capabilities, relationships, skills and staffing needs
- Thinks through the way issues will affect different parts of the organisation
- Displays knowledge of where they and the organisation are going
- Embraces the vision and incorporates strategic thinking into all activities
- Improves services to stakeholders (audiences, internal clients, the Board, shareholders, Government and regulatory authorities, purchasers of products and services, and the general public), as appropriate
- Considers current and future stakeholder needs
- Understands and uses with integrity internal and external politics

Managing Self
- Tolerates ambiguity
- Recovers quickly from setbacks, maintaining own health and safety and wellbeing
- Is committed to the organisation even in difficult circumstances
- Seeks, listens to and responds to feedback
- Manages time effectively
- Discloses mistakes and areas of lesser strength
- Personally effective, balances several tasks at once and requires high performance from those around them
- Is accountable for their role and responsibilities
- Able to think on their feet, remaining up with the play
- Presents clear, comprehensive views of complex issues
- Allows insight, hunches and feeling to play a part
- Acts ethically

Outcome Driven
- Extends own and others’ understanding beyond what is expected
- Is inclusive
- Distinguishes between relevant and irrelevant information
- Demonstrates a strong sense of what’s important and an intuitive grasp of the big picture
- Anticipates issues, has regard to the impact and implications of decisions
- Uses good judgement
- Makes things happen and expects the same of others, holds self and others accountable for achieving delivery standards, roles and responsibilities
- Measures attainment of outcomes

Management
- Encourages attitudes that support Radio New Zealand
- Holds and promotes an organisation-wide view
- Deploys individuals for the best use of their abilities
- Manages health and safety
- Manages relationships and communicates well with staff, tells it like it is – straight and respectfully – so that people know where they stand
• Consults staff and follows up suggestions and concerns
• Assesses their staff’s performance, potential and unique developmental needs using organisational systems
• Provides appropriate opportunities to assist staff to develop their potential
• Understands and appropriately applies all legislative requirements, regulations, policies and procedures related to area of responsibility and specialised expertise
• Manages finances and budget effectively for the area of responsibility, including expenditures, procurement, contractual arrangements and financial information
• Promotes development of technological skills and use of equipment

**Building Relationships**
• Understands the value of using good processes to achieve aims
• Makes minimal use of authority and more use of persuasion
• Is skilled at sensing the dynamics between people
• Establishes and maintains positive working relationships with internal business units and external networks
• Intervenes early and positively to improve their own and the team’s performance
• Represents the organisation positively and effectively
• Encourages a free exchange of ideas
• Sees that reports, memoranda, and other documents are clear, convincing, and set out in an organised manner