Audience Research Analyst
Audience Data & Insights

Reports to: Audience Research Lead

Direct reports to this position: N/A

SBS Values, Vision and Purpose
The Audience Research Analyst is responsible for undertaking their work in a way that reflects SBS's Charter, Vision and Values and complies with relevant SBS policies, procedures and practices. At SBS, we expect you to be audience obsessed, be bold and brave, embrace difference, participate fully and ensure that we look out for one another. We are all working together to fulfil SBS's purpose and create a more cohesive society.

Division Purpose – AD&I
Paving the way for SBS's audience-led, data driven transformation, for the benefit of all Australians.

Role Purpose
This role is responsible for analysis focused on audiences, delivering a deep understanding of their content, platform and language needs, ultimately supporting SBS as a distinctive network. The role will take a considered approach to the research that is inclusive and representative of diverse Australian audiences.

Main Responsibilities

Main tasks of the role

- Analysis and reporting with a strong focus on SBS and Australian multicultural audiences

- Administration and support with a range of audience research projects on the roadmap

- Survey scripting, including management of surveys that require translations to a language other than English

- Analyse and interpret research from a wide range of sources, with the ability to synthesise into actionable insights

- Actively contribute to the organisation's understanding of the changing media landscape, particularly with a multilingual lens, by monitoring industry sources and sharing relevant information with the wider team

Minimum requirements of the role

- 2 years + market research and/or analytics experience desired

- Broadcast or media knowledge an advantage

- Hands on quantitative research with strong reporting skills

- Strong attention to detail, statistical analysis and accuracy with data

- Strong project management skills

- High proficiency in the Microsoft Office suite of applications (Word, Excel, PowerPoint), statistical packages (Q and SPSS), custom research applications (including panel management) as well as strong data visualisation skills

- Tertiary qualifications that include training in research and/or statistics

Financial accountability (Provide the budget/amount responsible for)

   N/A

Key relationships with other roles and external stakeholders

- Research Manager, Multilingual Audiences
- Audience Research and Strategy Manager
- Senior Audience Research Analyst

	Key Capability	
Capability	**Level**	**Behaviour**
<u>Relationship Building</u>	Function	• Establishes a connection with others • Builds friendly, warm relationships that are mutually beneficial • Maintains ongoing relationships that are mutually beneficial • Shares relevant information with others • Recognises the value of building and maintaining relationships • Helps others achieve common goals • Openly communicates with others
<u>Result Focus</u>	Function	• Drives to meet objectives and standards • Identifies alternative possibilities when faced with obstacles • Stays focused on tasks that require considerable effort • Completes tasks within designated timeframe despite obstacles • Perseveres with routine and repetitive tasks without sacrificing quality or excellence

Workplace Health & Safety
[For all non-supervisory levels]

In relation to Work Health & Safety, you must comply with your safety responsibilities as detailed in relevant Acts, Regulations, Standards, Codes of Practice and the SBS Safety Management System (SMS)

All workers are required to:

- Take reasonable care for own safety and safety of others
- Cooperate with policies and procedures and directions from management with regards to health and safety
- Where hazards are identified, report them to line manager and take corrective action where able
- Report all work related incidents to line manager within 24 hours of occurrence
- Ensure workers, visitors and clients are:
  - made aware of their WH&S responsibilities
  - have received adequate safety induction and other WH&S information, instruction and training to enable them to conduct their work safely
  - follow safe work practices

Workplace Health & Safety
[For Managers/Supervisors]

- Effectively promote and manage the work health and safety arrangements for the team as prescribed by the Health & Safety Management Arrangements.
  - Work Health & Safety Act (Cth) 2011
  - Work Health & Safety Act (Cth) Regulations 2011
  - WHS Hazardous Manual Tasks Code of Practice 2018
  - Work Health and Safety (How to Manage Work Health and Safety Risks) Code of Practice 2018
- Ensure employees are:
  - made aware of their WH&S responsibilities
  - have received adequate safety induction and other WH&S information, instruction and training to enable them to conduct their work safely
  - follow safe work practices
- Ensure the physical and psychological safety of the workplace under your control by:
  - ensuring regular workplace inspections are scheduled and conducted, involve the relevant HSR and recommendations made are actioned in a timely manner
  - ensuring compliance with the relevant standards and legislation in relation to purchase and provision of accommodation, furniture and equipment
  - identifying changes in the workplace/processes that may affect safety and ensuring that any associated risks are identified, assessed and controlled
  - verifying the effectiveness of control measures at appropriate intervals including monitoring compliance with safe operating procedures, site induction requirements and Permits to Work; and
- Ensure all WH&S reporting is accurately completed and submitted within specified timeframes and any follow up actions are completed
- Support/implement early intervention strategies and return to work programs.