JOB TITLE: Head of Research, BBC World Service Trust India
REPORTS TO: India Country Director, BBC World Service Trust India, with an additional technical reporting line to the Director of the Research & Learning Group, London.
DURATION: 1 year initially, with a possible extension to a continuing contract

Context:

The BBC World Service Trust is the independent international charity of the BBC which uses media to advance development worldwide. As part of one of the world’s leading media organisations, the Trust is committed to improving the quality of people’s lives in developing and transitional countries through the innovative use of media.

The Research & Learning (R&L) Group focuses on four key activities:
1. Providing Trust projects with audience and market insights to guide project strategies;
2. Conducting qualitative and quantitative research studies to capture the impact of all Trust media interventions;
3. Building capacity in audience research skills and methodology on projects;
4. Documenting and disseminating the learning from the Trust’s projects internally and to the wider development community.

The Trust’s work in India includes ground-breaking mass media campaigns on HIV/AIDS awareness, condom normalisation, gender equality and bonded labour. The Trust is poised to scale up its operations in India to cover other developmental themes and is recruiting research positions for its new project on Maternal and Child Heath. Under this project, the Trust will be working in Bihar using different media vehicles to influence and impact maternal and child health indicators.

Job Purpose:

The Head of Research is responsible for overseeing all of the research related activities of the India office. This includes the effective design and implementation of formative, pre-testing, rapid assessment feedback and impact-evaluation research, audience monitoring activities and research-related business development activities. S/he will report to the Country Director in India and the Director of the Research & Learning Group in London.
Managing a team, the Head of Research will be responsible for all liaison with sub contracted research agencies and will monitor and ensure the quality of all research and associated deliverables to deadline and budget. S/he will also be responsible for the technical content and the presentational standard of all research work.

The Head of Research will work closely with the Research & Learning Group in London on research team integration, study design, analysis and reporting, and will secure the London team’s technical approval for a regularly updated strategic research plan.

The Head of Research may also be required to develop and execute research activities in other countries, including as appropriate, work visits to these countries.

Main Duties:

1. Design and lead qualitative research from inception to completion (e.g., sampling, discussion guides, stimulus materials and insightful reporting) to inform the development and evaluate the impact of projects.
2. Design and lead quantitative research (e.g., sampling, questionnaire, analysis plan) to inform the development and evaluate the impact of projects.
3. Design and lead appropriate audience feedback monitoring to inform creative/production teams and to evaluate the impact of project outputs.
4. Commission and supervise contracted research agencies, working to budget and deadline requirements.
5. Liaise with field agencies to ensure data collection quality and timely delivery of research deliverables.
6. Analyse and interpret quantitative and qualitative research for creative, production and project management teams on a regular basis.
7. Present findings and recommendations from quantitative and qualitative research to creative, production and project management teams and work in an effective manner to integrate research into their thinking.
8. Lead and manage a team of research staff, planning and coordinating all research activities to fit production timelines and other project milestones and reporting obligations.
9. Manage all research budgets in an efficient, transparent and cost effective manner.
10. Make clearly expressed written and oral presentations to colleagues, partners and outside organisation.
11. Interact with donors and project partners to better understand research needs.
12. Contribute to business development initiatives.
13. Liaise efficiently and effectively with the Research & Learning Group in London.
14. Participate as required in management meetings in India.
The post holder will be expected to sign the BBC’s conflict of interest declaration and keep it up to date. S/he may from time-to-time be asked to take on extra responsibilities by the India Country Director or the Research & Learning Group Director in London.

### ESSENTIAL KNOWLEDGE, SKILLS AND EXPERIENCE:

1. Post-graduate or higher qualification in Management / Developmental Communication / Statistics / Economics / Social Sciences from a reputable institution.
2. Strong experience of qualitative and quantitative research techniques and knowledge of their application for media and/or development projects.
3. Strong SPSS data analysis skills (including multivariate and segmentation techniques).
4. Strong qualitative analysis skills.
5. Ability to quickly analyse (including SPSS experience), interpret and synthesise an array of primary and secondary data to produce actionable recommendations.
6. Previous experience of managing fieldwork and adapting methods to challenging and constrained conditions.
7. Previous experience of conducting cross-cultural research and/or research with diverse, multi-lingual audiences, and a demonstrable understanding of cultural diversity.
8. Research experience on media and behaviour change communication projects.
9. Direct experience in managing a team, including line management of and training researchers.
10. Direct experience in managing research budgets to the highest standard of financial integrity.
11. Strong presentation skills and track record of presentations to audiences from the grassroots to the senior level.
12. Excellent interpersonal and diplomatic skills: ability to conduct business at all levels from grassroots to the highest levels of governments and media.

### DESIRABLE KNOWLEDGE, SKILLS AND EXPERIENCE:

1. Formative and impact research experience on health and development issues, and maternal and child health in particular.
2. Experience working closely with television, radio, film and community media production teams in applying research findings to production of media outputs and broadcast strategy.
RELEVANT COMPETENCIES:

· **Strategic Thinking** – Can identify a vision along with the plans that need to be implemented to meet the end goal. Evaluates situations, decisions, issues, etc. in the short, medium and longer-term.

· **Analytical Thinking** – Able to simplify complex problems, processes or projects into component parts, and to explore and evaluate them systematically. Able to identify causal relationships, and construct frameworks, for problem-solving and/or development.

· **Decision Making** – Is ready and able to take the initiative, originate action and be responsible for the consequences of the decision made.

· **Imagination / Creative Thinking** – Is able to transform creative ideas/impulses into practical reality. Can look at existing situations and problems in novel ways and come up with creative solutions.

· **Planning and Organisation** – Is able to think ahead in order to establish an efficient and appropriate course of action for self and others. Prioritises and plans activities taking into account all the relevant issues and factors such as deadlines, staffing and resources requirements.

· **Resilience** – Can maintain personal effectiveness by managing own emotions in the face of pressure, set backs or when dealing with provocative situations. Can demonstrate an approach to work that is characterised by commitment, motivation and energy.

· **Influencing and Persuading** – Ability to present sound and well-reasoned arguments to convince others. Can draw from a range of strategies to persuade people in a way that results in agreement or behaviour change.

· **Communication** – The ability to get one’s message understood clearly by adopting a range of styles, tools and techniques appropriate to the audience and the nature of the information.

E-mail your CV accompanied by a 300 word write-up on why you consider yourself suitable for this position, to reach us by 23 February 2011 at: jobs@bbcwst.org. You are requested to clearly indicate the Position Title in the subject heading. Applications without the cover letter will not be considered. Please note that no enquiries will be entertained and only short-listed candidates will be contacted.

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