

EXTERNAL JOB POSTING

Research Manager

Job Title: Research Manager

Duty Station: Beijing, China – but flexibility in location.

Reports To: Technical reporting to Senior Research Manager (London) and operational reporting to Project Manager (China)

Duration: 1 year (Contingent on completion of three-month provisional period)

Joining Date: Immediate

Closing date for application: 13th January 2012

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Send CV and covering email on why you would be interested in the 12 month position. If also interested in the job on a short term basis, please also send your CV highlighting your availability.

CONTEXT

BBC Media Action (BBC MA) is the BBC's international development arm, 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.

Extensive research is undertaken at all stages of the project by the Research & Learning (R&L) Group. The R&L Group focuses on four key activities:

- (1) Providing BBC MA projects with audience and market insights to guide project strategies;
- (2) Conducting qualitative and quantitative research studies to capture the impact of all BBC MA media interventions;
- (3) Building capacity in audience research skills and methodology on projects in country, and
- (4) Documenting and disseminating the learning from BBC MA's projects internally and to the wider development community.

BBC MA is seeking a Research Manager in China to work on the China part of a 7-country project exploring public understandings of environmental issues in Asia to inform the development of communications.

The Research Manager will work with a nationally-based partner organisation who will deliver the quantitative and qualitative research and will be responsible for all data analysis and reporting. This role requires having extensive experience in conducting quantitative and qualitative research in China and will involve providing training, ongoing technical support and research management to the partner organisation conducting the research.

He/she should have strong experience in framing quantitative and qualitative questions for the Chinese context; conducting research with rural respondents; monitoring the quality of research in China, report-writing and presenting research. Any experience of undertaking audience research to inform communications on the environment and related issues is highly desirable. The candidate will have strong written and spoken Mandarin and English.

At the BBC we respect each other and celebrate our diversity so that everyone gives their best. The BBC positively encourages applications from all parts of the community and is committed to promoting equality of opportunity.

Duties

Relationship Building:

- Work with the Project Manager to build relationships with the chosen partner(s) to conduct research
- Maintain research relationship with partner organisations
- Train and build research capacity of partner organisations

Management:

- Ensure quality of quantitative studies, including negotiations on technical matters, such as recruitment and analysis, field supervision, instrument development and administration, data analysis, quality control and timely delivery of research outputs
- Work with London team to coordinate management of China research with research in other countries.
- Monitor the deadline requirements on assigned projects.

Research Design:

- Work with the London technical team to manage the design (research strategy, study design, methodologies and analysis) of all research being conducted in China.
- Develop and recommend standards and procedures for quantitative and qualitative research in China and support their application into design and implementation

Research Analysis:

- Manage overall analysis of qualitative data, and give guidelines on using software for this purpose.
- Analyse and report on findings from China research
- Present research findings to stakeholders
- Work with London team to incorporate China findings in overall research reports.

Essential Knowledge, skills and experience

- A minimum bachelor degree in social sciences, statistics/applied statistics or another relevant discipline.
- Strong written and spoken Mandarin and English

- At least five years experience conducting audience/social research in China
- Experience working with partner organisations to deliver research
- Familiarity with commissioning and conducting research in China
- Excellent report-writing and presentation skills, communicating complex technical ideas using non-technical language to a wide range of audiences including journalists, production staff and development practitioners.
- Excellent interpersonal and diplomatic skills: ability to communicate and conduct business at all levels from grassroots to the highest levels of governments and media.
- Experience using qualitative/interview research methodologies.
- Strong data analysis knowledge and experience, including multivariate analysis and segmentation techniques.
- Experience with statistical software packages such as SPSS. SPSS data analysis skills (including multivariate and segmentation techniques).
- Experience presenting research to stakeholders
- Previous Management experience
- Good time-management skills, with a track record of delivering research findings to deadline.
- Substantial project management experience in market/social or media research..
- Experience of delivering research training and building research capacity.
- Track record of delivering research findings to deadline.
- Demonstrable understanding of cultural diversity and cross-cultural research within China.
- Ability to travel to other areas of the country, including at weekends.

Desirable

- Previous experience in audience media research
- Previous experience working with Universities
- Knowledge of environmental issues
- Previous research experience working with NGOs, including conducting rural participatory appraisals