

Job Title: Research Officer, Tanzania
Department: BBC World Service Trust
Reports To: Research Manager, Tanzania
Date of Issue: November 2011
Terms of contract: 1 year renewable (contingent on completion of 3-month provision period)

Overall Purpose of the Job

We're looking for a talented individual to provide research support on interventions to support public service broadcasting in the spirit of advancing good governance in Tanzania.

Context

The BBC World Service Trust 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 BBCWST projects by the Research & Learning (R&L) Group. The 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 in country, and
4. documenting and disseminating the learning from the Trust's projects internally and to the wider development community.

The Research Officer will support and implement all aspects of audience research activities conducted to inform the strategy, content and quality and to evaluate the impact of the Trust's media development and development communications projects in Tanzania.

Main Duties

The Research Officer will support the Dar-based Research Manager in the co-ordination and implementation of research on the Governance and Transparency Fund (GTF) research initiative in Tanzania. As a member of a global team of research and communications practitioners, the officer will have the opportunity to contribute to the R&L Group's work on the synthesis and analysis of best practice for the Trust's projects throughout the world.

She/he will liaise with local partners and programme participants to design, coordinate and conduct research activities and will have primary responsibility for local research administration. Activities will include conducting interviews/audits of media organisations, moderating focus groups, analysing qualitative and quantitative data,

reporting and disseminating information, and evaluating the impact of the project. He/she will be expected to work flexibly across a range of genres and across all media, irrespective of their area of specialism, in line with business need and to positively develop their understanding of the wider media development environment. He/She will make sure that all activities are implemented in a timely and effective manner.

Main Duties:

- To support in the design of research for training projects and mass media campaigns, comprising formative research, pre-testing of media materials, and impact evaluation.
- To support in the commissioning and monitoring of all research inputs (e.g., quantitative KAP studies, focus group sessions, case studies, etc.), working to budget and deadline requirements.
- To conduct focus group discussions, listening groups sessions and in-depth interviews in the field.
- To support the liaison with in-country field agencies to monitor quality control and timely delivery of projects.
- To be support the Research Manager in overseeing qualitative and quantitative research activities conducted by the Trust.
- To support the analyses of qualitative and quantitative data research findings to senior managers of BBC World Service Trust, in-country Project Managers, donor organizations, government agencies, etc.
- To work closely with the Research Manager to liaise with project audience research teams and field agencies in-country in overseeing the implementation of studies, monitoring quality control, budget and timely delivery of research outputs.
- To support the implementation of ad hoc quantitative and qualitative research for the research project under the supervision of the Research Manager.

Required knowledge, skills and experience

Required:

- Experience in working for an international development organisation and/or in the field of research.
- Experience in quantitative (surveys) and qualitative research (focus groups, interviews etc) research techniques.
- Fluent in English (both written and oral) with the ability to write high quality reports in the language
- Ability to communicate clearly and appropriately both to colleagues and interviewees
- Excellent attention to detail and the ability to work speedily and accurately under pressure
- Ability to select relevant data, identify key trends, issues and solutions.
- Ability to think logically, take an analytical approach, critically evaluate ideas and interpret information from different sources
- Ability to build and maintain relationships with partner organisations
- Ability to establish good working relationships with colleagues and work as a member of a team, demonstrating good interpersonal skills
- Good IT skills, including MS Word, Excel, PowerPoint and SPSS
- Self-motivated and willing to learn using own initiative, demonstrating a proactive approach and ability to deliver on time and brief without close supervision
- Excellent organisational and administrative skills: responding flexibly to rapidly changing priorities, planning and prioritising activities and tailoring outputs effectively taking into account deadlines and resources
- Excellent diplomatic skills: ability to conduct business at high levels of government and media

- Ability to operate effectively in a difficult environment

Desirable, but not required:

- In-depth working knowledge of the culture, media environment and politics of Tanzania, particularly in relation to the sphere of governance
- Data analysis knowledge and experience - ideally including multivariate analysis and segmentation experience have knowledge of.
- An understanding of, or enthusiasm to learn about, communication strategies, media formats and journalism
- Strong and varied research background, with the ability to distil complex information into simple and actionable recommendations
- Experience of working closely with a production team in applying research findings to media formats and outputs

Competencies

The following competencies (behaviours and characteristics) have been identified as key to success in the job. Successful candidates are expected to demonstrate these 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, 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.

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(A job description is a written statement of the essential characteristics of the job, with its principal accountabilities incorporating a note of the skills, knowledge and experience required for a satisfactory level of performance. This is not intended to be a complete, detailed account of all aspects of the duties involved.)

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Department: BBC World Service Trust
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Overall Purpose of the Job

We are looking for a talented and experienced Research Manager to lead innovative media and development research to support the BBC World Service Trust's work in Tanzania.

Context

The BBC World Service Trust 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.

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4. documenting and disseminating the learning from the Trust's projects internally and to the wider development community.

The Research Manager will be an experienced quantitative and qualitative researcher with strong design and analytical skills. He/she will manage all aspects of audience research activities conducted to inform the strategy, content and quality and to evaluate the impact of the Trust's media development and development communications projects in Tanzania.

Main Duties**Research Management**

- **Management:** to manage the Research & Learning team in Tanzania and oversee all research activities in Tanzania.
- **Embedding research into project delivery** Work closely with project team to ensure research is closely linked and in line with project activities. Findings are incorporated into project design and delivery.
- **Research budget:** to manage the project research budget with oversight from the Country Director and input from the Research Manager, London.

Research Delivery

- **Designing Research Methodology:** to design research projects, determining appropriate strategy, methodologies and analysis protocols. Drafting and reviewing research instruments prepared externally and internally. Work with London team and in consultation with Country Director, to develop research strategy for Tanzania.
- **Research to inform country strategy:** Undertake background research and literature reviews including overseeing the analysis of country data to inform BBC WST Tanzania's strategy development on key thematic issues including humanitarian resilience.
- **Commissioning research:** Oversee the commissioning of all audience research in coordination with production and broadcast schedules, negotiating and liaising with research agencies and key users of the research to ensure the results are suitable to meet project needs. This includes preparing and circulating RFPs/research briefs (where appropriate), evaluating proposals, finalising and commissioning the research.
- **Overseeing implementation of research:** Briefing the field team and supervising the pretesting, piloting and use of the research instruments, as needed. Monitoring and controlling the quality of fieldwork/data collection, project timeliness and budgets for the research projects being handled.
- **Quality control of research activities:** Overseeing quantitative and qualitative fieldwork. Continually looking at ways to improve data collection both feeding into research design, moderation and analysis of data.
- **Analysis and reporting:** Lead the research team in analysis of qualitative/quantitative data, prepare reports and present key findings.
- **Communicating research insights:** Share findings and strategic recommendations with end users of research (internal/external customers) in innovative and appropriate formats.

Research in Business and Strategy Development

- **Business development:** Supporting the Country Director in business development activities, for example developing research design and budgets for proposals and meeting and pitching proposals to donors. Consulting with Research Manager London on all research design and budgets.
- **Networking and partnership:** Developing relationships with other organisations' research teams in Tanzania to share information, inform our database and compile overview reports of current trends, activities and data related to our project activities in country.
- **Research insights:** Review the latest trends and developments in research methodologies related to behaviour change, impact assessment and communications research, and evaluating the same for adoption in the Trust's Research and Learning work.

Professional Development

- **Technical training:** Participate in Research and Learning workshops and represent the Trust in other knowledge sharing workshops related to our project activities and project partners. Train and build the technical capacity of the research team in Tanzania.

Required knowledge, skills and experience

Required:

- A minimum bachelor degree from any social science discipline or statistics/applied statistics or education or business administration or relevant discipline.
- At least 3 years professional experience in qualitative and quantitative market or social research in a Developmental or Research organization of repute.

- Experience using qualitative and quantitative research methodologies.
- Strong IT skills, including Excel and PowerPoint, and experience with data analysis software packages such as SPSS or Atlas.
- Strong written and spoken English.
- Strong report writing and presentation skills, communicating complex technical ideas using non-technical language to a wide range of audiences from grassroots to senior levels.
- Experience in managing research teams and outputs, with a track record of delivering research findings to deadline.
- Excellent interpersonal and diplomatic skills: ability to communicate and conduct business at all levels from grassroots to the highest levels of governments and media.

Desirable, but not required:

- Familiarity with media communications research approaches and methodologies (advertising and/or brands and/or marketing).
- Previous experience in audience media research.
- Experience of working with media professionals in production-oriented teams.
- Previous research experience working with NGOs, including conducting rural participatory appraisals.
- Masters or MBA will add value.
- Knowledge of environmental and governance issues.

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