

Research & Database Assistant (Ticketing)

Full Time – Permanent Contract

Description of the role and Person Specification

Deadline for applications: 7th June at 12pm.

For full Job and application details, visit:

www.theaudienceagency.org/careers

Interviews will take place on the 13th & 14th June 2018 at our London office.

Please see the Application Form for information about how to apply; please contact us on 0161 234 2956 or jobs@theaudienceagency.org if you require this information in an **alternative format**.

The Audience Agency

The Audience Agency is the national authority on audience behaviour and strategy. We are an experienced team of arts and culture specialists that provides a wide variety of audience insight, consultancy and research services. As a thriving, fast growing not-for-profit organisation we work with hundreds of clients that are comprised of organisations of all sizes across the sector providing sound advice, cutting edge intelligence and breakthrough ideas to develop and grow their audiences.

For more information about our organisation and team please see www.theaudienceagency.org

Background to the post

The Audience Agency has an opportunity within our London team for a motivated, analytical person to make a move into the fast-developing world of “Big Data”. We need a Research & Database Assistant to support our Technology Platform & Products through effective database management, data flow management, and data analysis, seeking to increase the value and availability of said data and analysis in response to the needs of clients and partners. This role



is an exciting chance to draw upon and develop your existing spreadsheet, database and data manipulation skills, and to learn and develop data analysis skills (for example, using SQL and GIS mapping) and connecting and working with a range of clients from the cultural sector as well as with our technical partners.

Our Technology Platform & Products Team use the data that is gathered within our data warehouse to drive tools and services accessed by our clients, and to produce research analysis, statistics and insight in various forms for both our internal teams and our clients, individually and in groups, to help them to understand more about their audiences with the aim of helping them grow their audiences and businesses. You will need to have attention to detail, as well as a desire to support our clients to access the products and services they need, including analysis of ticketing data.

The Research & Database Assistant works closely with our Support Officers to liaise and work with cultural organisations across England to help them get value and insight from the data they collect, submit and code as part of the Audience Finder programme. This will principally involve using our automated data extraction infrastructure (and helping clients to install our software where necessary) to extract transactional data from ticketing systems, and will also, from time to time, include helping organisations to collect and submit quantitative survey data using our standardised framework. Once systems are set up and data has been submitted to The Audience Agency the management of data flows, and data coding to enable data from diverse systems to be uniformly incorporated within our data warehouse and analysed will be key elements of the role. The post holder will also provide first line troubleshooting support to our clients to ensure the consistent continuous flow of their data extraction.

Using our bespoke analysis tools, the post holder will produce analysis and reports for Audience Finder clients, and for discrete research projects large and small, as well as annual sector and artform reports. The Research & Database Assistant will also support the wider organisation by providing specific data and analyses for consulting, advocacy and analysis work. This is a busy and 'hands-on' role in a small and friendly team. The role will principally focus on managing data flows around our ticketing data infrastructure to support the delivery of the Audience Finder programme. The role also supports the delivery of the quantitative survey offer in Audience Finder and the delivery of the products and tools associated with and driven by our data platforms to our clients.

The post would suit someone who has a good understanding of data manipulation and analysis using spreadsheets and relational databases, and who has experience of applying it in a work or academic environment. Experience of, or an interest in, working in the arts, cultural and/or heritage sectors would be an advantage.

Accuracy, rigour and attention to detail are paramount. The role will require careful and consistent manipulation, coding and analysis of numerous datasets of large and small volume, and the ability to maintain quality and consistency throughout will be essential. This needs to be coupled with an ability to summarise data clearly and concisely in reports and other presentation materials. The successful candidate must also demonstrate that they can work effectively in a team environment and communicate research findings to non-researchers both internally and externally.

As a learning organisation, The Audience Agency places great importance on the training and development of its team and supports all staff in their personal and professional development. During induction, the post holder will be trained in specialist software used by the research team. This includes all elements of our bespoke data extraction software, and the management, coding and analysis tools linked to our data warehouse, as well as MMG3 (used for audience profiling, catchment analysis, mapping and modelling) and SNAP (for online survey development). The use of SQL and SPSS are also likely to become increasingly useful in this role and training will be provided.

The position of Database & Research Assistant is a rewarding role for someone who is interested in developing the skills and experience to further a career in data management and analysis, or research and is motivated by making a difference for cultural organisations and the arts sector.

Main duties of the post

Supporting delivery of *Audience Finder* ticketing data services

- Liaising with client organisations to gather information necessary to set-up installation of our data extraction software on their systems
- Arranging, scheduling and facilitating the installation of our data extraction software with client organisations
- Monitoring and ensuring the ongoing flow of data extractions to the data warehouse from clients' source ticketing systems

- Providing first line of support to troubleshoot any software installation problems or interruptions in the flow data extraction
- Liaising with our technical partners to satisfactorily resolve any more complex problems that are not resolved through first line of support

Maintenance and management of ticketing data warehouse

Applying coding of data in the data warehouse to include performance/artform coding, cleansing, and other required coding fields

Liaising with client organisations to ensure that coding requirements are rigorously applied, completed and returned to The Audience Agency in timely fashion

Management of the database infrastructure to ensure smooth performance

Applying updates and upgrades to the system as necessary

- Liaising with Product Support Assistant to seek the means to continually improve the procedures and efficiency of the performance coding process, through procedural, technological or communications enhancements

Supporting delivery of *Audience Finder* quantitative survey services

- Support the delivery of the *Audience Finder* audience survey components, including:
 - set-up of organisations' annual survey, and dashboard reporting tools
 - providing support resources to clients to help them collect and use their audience data
 - supporting the flow and management of quantitative data from collection through analysis and reporting
 - undertaking analysis and reporting of survey data for individual clients or as part of planned production of aggregated benchmarks and statistics
 - Contribute proactively in the ongoing development of the overall *Audience Finder* research programme.

Product delivery

- Producing and delivering products and tools associated with and driven by our data platforms to our clients by:
 - Using our templates and analysis tools
 - Manipulating and summarising data
- Providing short narrative summaries of data analyses
- Contribute to the development and improvement of our products and services

- preparing specific data extractions and/or analyses from The Audience Agency's data infrastructure as part of research projects

Report-writing and dissemination

- Contribute to the production of high quality reports and other outputs for clients, stakeholders and internal colleagues, summarising, illustrating and presenting findings in understandable and actionable ways, drawing on The Audience Agency's bank of contextual information and other colleagues input as appropriate.
- Present research findings and analysis to the research teams and other colleagues and to external parties

Best practice & Quality Assurance

- To adhere and contribute to The Audience Agency's data management policies and best practice in relation to compliance with Data Protection regulations
- To maintain a high standard of robust and reliable data analysis in all work by adhering and contributing to the continual development of The Audience Agency's quality assurance measures
- To help ensure that all staff are aware of and adhere to the Market Research Society's code and guidelines for good practice in research projects
- To model best practice in equal opportunities and diversity based on the company's policies in these areas

Administration

- Administration of client contact information and tracking using appropriate CRM system.
- Keep accurate records and clear administrative procedures across all areas, especially relating to coding process and data warehouse management, and in relation to Support and Maintenance protocols for working with our technical partners

The Audience Agency as a learning organisation

- To take an active part in all team planning, learning and training
- To share internally the insights and learning gained from your work
- To contribute to developing a cross functional collaborative style of working
- To be aware of and act within the guidelines laid out in The Audience Agency Equal Opportunities and Diversity policies



- To be aware of The Audience Agency's values and to conduct business with clients in their spirit

Additional job details

Progress monitoring

In accordance with standard business practice, this role is subject to the successful completion of a three-month probationary period. During this period we will review with you your on-going performance and suitability for the post.

Salary

The post is offered on a full time permanent basis at an annual salary of £20,263 including London weighting.

Location

The role will be based at our London office and the post holder will report to the Database and Research Manager.

Hours

Normal working hours for full time employees are 35 per week, or 7 hours a day which can be worked flexibly in agreement with your line manager. Core office hours are between 10.00am - 6.00pm daily. For full-time staff, the normal working day includes one hour for lunch (unpaid). The Audience Agency will try to be flexible and understanding in allowing staff to adopt hours which suit individual circumstances, as long as these hours do not affect work effectiveness.

Holiday

The leave entitlement is 25 days per annum. Public/Bank holidays are in addition to this personal leave entitlement.

Pension

The Audience Agency has a workplace pension scheme in line with current legislation. You will be provided with details of this scheme directly by the pension provider. Automatic enrolment into this scheme commences after three months in employment. Employees may opt out of this scheme if desired.

Contract

The post is offered on a full time permanent contract.

For more details of the specific role please contact Leo Sharrock, Director of Data Platforms, The Audience Agency. E: leo.sharrock@theaudienceagency.org T: +44 (0)20 3780 7260

Person Specification - Database & Research Assistant

Please give concrete examples in your application of where and how you've acquired and applied the necessary skills and experience. The successful candidate will have the following skills and experience (E=essential, D=desirable):

Qualifications and/or relevant training

Qualifications in database management and analysis are not essential but would indicate a specialism which the job requires. However, this specialism could equally have been acquired through appropriate training through work.

D Qualification and/or in-work training in database management & analysis

Research, analysis and reporting

- E Experience of using and analysing database information
- E Ability to interpret data analysis and distil key messages
- D Experience of carrying out statistical analysis
- D Experience of producing reports and other research output for different types of audiences, including verbally presenting findings

Project/team working

- E Ability to manage and prioritise workload across a number of different projects and demands, in a busy environment
- D Experience of working in a team environment
- D Experience of working in an advisory or consultative way
- D Experience or working with external partners, contractors and suppliers

Other skills

- E Excellent IT skills including Excel, Word, PowerPoint, email and internet use
- E Experience of MS Access (or other database packages)
- D Experience of specialist packages, e.g. SPSS, ArcGIS, Snap (or other survey software)
- D Experience of Mosaic and/or ACORN or other geo-demographic classification systems
- D Experience of mapping data geographically

Personal qualities

- E Numerical confidence, accuracy and rigour
- E Excellent written and verbal communication skills at a professional level
- E High levels of customer service, professionalism, and an organised and thorough approach, with close attention to detail
- D Knowledge of the arts, cultural and/or heritage sector