

# Application Pack

Research Assistant

## About The Audience Agency

### Mission & Purpose

We believe that taking part in cultural activities and having opportunities to exercise our creativity are important to our wellbeing and personal resilience. Genuinely equal access to these opportunities is a matter of social justice. It is important in building a fairer society, stronger communities, equitable regeneration and positive civic change. A fairer, more equal cultural sector is also richer, more sustainable and more relevant.

**Our mission is** to inform and nurture the behaviours that cultural and creative organisations need to become democratic and relevant, such as using robust evidence and data ethically and with confidence, taking a people-centred approach, being able to innovate and co-operate

**Our purpose is** to use our data, insight and knowledge to help the sector:

- reach more people and address equality of access
- offer more relevant creative opportunities
- build more creative communities and places

### Values

#### People First

We believe in putting people at the centre of the mission and plan. We seek to be user-centred, to promote people-centred approaches, and to put our own people first. We support organisations to do more with and for people furthest from opportunity.

#### Open & Accessible

We seek to be inclusive and respectful of difference in our work with audiences, clients and staff. We prioritise work to enable cultural activity to be more inclusive. We are committed to open data principles.

#### Connected

Working collaboratively across our network is what makes us special. We invest in partnerships for coherence, impact and shared learning.

#### Trustworthy

We aim to be transparent and accurate, to act with confidentiality and strive for robust results. Our commitment to quality is reflected in our charter and standards.

## What We Do

We work with arts, cultural, heritage and creative organisations to help them understand their audiences, develop their strategy and evaluate their activities.

We also work within the wider creative economy on the development of longer-term cultural strategy and policy, providing sector level insight to raise awareness of patterns of engagement and to identify trends.

We do this through a mixture of off-the-shelf products and services and [bespoke research and consultancy](#).

We are the developers and custodians of [Audience Finder](#), the free national audience data and development tool and service, which allows organisations to understand, compare and apply audience insight.

If you would like to find out more about our work and what we do, go to <https://www.theaudienceagency.org/about-us>

## Role Description – Research Assistant

### Context

Our in-house team of researchers are quantitative, qualitative, and data analysis specialists, generating meaningful insights with practical applications for our clients. We exploit our unrivalled market data and are experts in action research, user-centred design, depth research and visitor journey mapping. Our research approaches and methodologies are [here](#).

The Research Team works across the whole organisation, designing, developing, delivering and maintaining the services offered to our clients through our national audience data platforms, standard reports and bespoke research projects, as well as our evidence work.

Our work spans both physical and digital audiences as well as those that actively participate in creative activities.

### Job Purpose

This is a busy, hands-on role. The Research Assistant will provide support in setting up and delivering services, producing research analysis, statistics and insight in various forms for both our internal teams and our clients, to help them to understand more about their audiences with the aim of helping them grow their audiences and businesses.

The post holder will be encouraged and supported to undertake professional development whilst in post and will be trained in specialist product and platform software.

### Key Result Areas

***To provide clients with data driven insight to help them understand more about their audiences***

- To contribute to the building, delivery and analysis of quantitative surveys.
- To contribute to the delivery of standard reporting for clients, including both periodic reporting and one-off reports.
- To extract and analyse ticketing and survey data.
- To conduct bespoke analysis, including digital analysis using social media platform metrics, Google Analytics etc.

***To support people internally and externally to better use and understand data***

- To work with clients to set up surveys and other reporting tools, and to support them in their use of these tools.
- To provide research advice and support for our consultancy and wider teams.

***To support the development, design and maintenance of platform systems and databases***

- To ensure smooth performance and up to date coding and cleaning of data.
- To troubleshoot interruptions to data feeds and software.

***To use appropriate tools, software and data sources to meet research objectives***

- To use software and analysis tools such as MMG3, Snap Surveys, cubes, SQL, SPSS, Power BI, Access, Excel, digital platforms as appropriate.
- To use secondary population data such as TGI, Census and Taking Part.
- To understand and introduce new and emerging datasets and tools.

***To communicate research findings internally and externally, summarising, illustrating and presenting findings in understandable and actionable ways***

- To contribute to the production and presentation of reports and other outputs for clients, stakeholders and internal colleagues.

***To co-ordinate research projects to ensure work is kept on track***

- To liaise with clients, suppliers and fieldworkers to check progress of projects and report internally.
- To administer invoicing, payment and project tracking using the CRM system and to keep accurate records.

***To maintain high standards of research practice in all our work***

- To ensure compliance with TAA's data management policies and GDPR legislation and to contribute to developments in this area.
- To 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 contribute to TAA developments in research practice, such as the Anti-Racist Research Guidelines.

***To support The Audience Agency to grow and develop***

- Keep abreast of trends and changes in the sector through continuing professional and personal development.
- To model best practice in diversity and inclusion.

- To model The Audiences Agency's values in all work with colleagues and clients.

## Person Specification

Experience of at least one of the following through your study and/or work:

- research methods
- quantitative analysis
- mapping and geographic analysis
- digital research/ metrics
- database analysis.

Good understanding (and ideally some experience) of principles and value of audience/market research.

Knowledge of (or ability to learn) specialist software packages (e.g. Snap Surveys, ArcGIS, SPSS) and geo-demographic classification systems (e.g. Audience Spectrum, Mosaic or ACORN).

### Skills

- Ability to interpret research data.
- Ability to use and analyse database information.
- Demonstrable attention to detail
- Critical thinking skills and ability to develop and present reasoned insights.
- Ability to produce reports and other research outputs for different types of audiences, including verbally presenting findings.
- Ability to manage and prioritise workload across a number of different projects and demands, in a busy environment.
- Ability to deliver on time, to budget and to a high standard.
- Ability to work on own initiative as well as a member of a team.
- Excellent IT skills including Excel, Word, PowerPoint.

### Personal Qualities

- Ability to demonstrate a solution-focused collaborative approach to working.
- Ability to demonstrate active listening and learning skills.
- Willingness to continue professional and personal development.
- Interest in The Audience Agency's work and mission, and an ability to demonstrate these values in own way of working.
- Interest in arts, culture and heritage.

## Terms and Conditions of Employment

### Salary

The role is offered at an annual salary of £21,500 per year (for a full-time post).

### Hours of Work

We are interested in hearing from candidates who would like to work full time (35 hours per week) or part time (minimum 21 hours per week). Please state your preference on application.

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.

### Location

We expect this role to be fulfilled through a mixture of home and office-based work. Initially, this will require at least 2 days per week in the London office. Once this period is completed do you have a preference for home, office or 'mixed' approach ongoing? Please tell us on the application.

### Contract period

The role is permanent.

### Holidays

25 days per year, plus 8 public holidays.

### Progress monitoring

This role is subject to the successful completion of a three-month probationary period. During this period, we will jointly review your on-going performance and suitability for the post.



## Application Process

To apply, you will need to:

- send a written CV.
- complete the following:
  - Why are you interested in the role and how would you contribute to The Audience Agency?
  - Provide two examples of research you have been involved in that best demonstrate why you are the right person for the role.
  - Complete a (separate) Diversity Monitoring form ([found on our website here](#)).
  - Tell us your preference for number of hours per week.
  - Tell us whether you would ideally prefer home, London office or mixed working pattern.

Your application will be reviewed on the basis of how well you demonstrate that you meet the person specification and the needs of the role.

The style of application for the questions is up to you; for example, it could be a written statement, a recorded statement or some other creative application which you believe best demonstrates your talent for the role.

We are interested to hear from applicants from a range of backgrounds and with a variety of experiences. Currently our organisation is majority white, cis-gender and non-disabled. We believe our work will be stronger with greater diversity and welcome applications from those who bring difference.

If you wish to discuss this role in more detail prior to application, please contact Daniel Cowley, Research Manager, at [daniel.cowley@theaudienceagency.org](mailto:daniel.cowley@theaudienceagency.org).

Applications should be sent to [jobs@theaudienceagency.org](mailto:jobs@theaudienceagency.org)

**Deadline for applications:** 9am 5 July 2021

**Proposed interview dates:** 12/13 July 2021 (with some flexibility if you cannot make this week)