

# Role Description – Research Assistant

## About the Audience Agency

### Our 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

### Our 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 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.

## Role Purpose

This is a busy “hands-on” role, working with the team responsible for delivery of our quantitative research delivery.

The Research Assistant will primarily deliver survey-based research, mapping and geo-demographic profiling and analysis of ticketing and other secondary data sets (e.g. Census). This will help cultural organisations understand and grow their audiences and revenues.

As required, the Research Assistant will support on delivery of wider research, including desk research, qualitative methodologies and Audience Finder services (Audience Finder is a data sharing programme that enables cultural organisations to share data and understand their audiences in market context).

The post holder will be encouraged and supported to undertake professional development whilst in post and will be trained in the 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 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.
- To adhere to the Market Research Society’s code and guidelines for good practice in research projects.
- To contribute to TAA developments in research practice.

***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

### Qualifications, Knowledge and Experience

- Experience through work or study of:
  - conducting quantitative survey research
  - analysing data.
- Good understanding (and ideally some experience) of
  - research methodologies
  - principles and value of audience/ market research
  - applying research in a user, customer or audience context.
- Understanding of statistical applications in market research context.
- 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 and convey findings to a diverse range of people.
- Ability to use and analyse database information.
- Demonstrable attention to detail, displaying accuracy, rigour and thoroughness.

- Critical thinking skills and ability to develop and present reasoned insights.
- Excellent written and verbal communication skills at a professional level.
- High levels of customer service and professionalism in delivery.
- Ability to demonstrate active listening and learning skills.
- 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 and to demonstrate a collaborative approach to work.
- Excellent IT skills including Excel, Word, PowerPoint.
- Ability to display numerical confidence

### Personal Attributes

- 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.
- Understanding of diversity and inclusion across the breadth of the role and operating in the context of the organisation.
- Interest in arts, culture and heritage.

## Terms and Conditions of Employment

### Contract

This is a permanent position.

### Progress monitoring

In accordance with standard business practice, this role is subject to the completion of a three month probationary period. During this period, we will review with you your ongoing performance and support requirements in the role.

### Salary

The post is offered on a permanent contract at an annual salary of £23,000

### Location

The role is remote and the postholder can be located anywhere in the UK.

## Hours

35 hours per week which can be worked flexibly in agreement with your line manager.

The Audience Agency will try and be flexible and understanding in allowing staff to adopt hours which suit individual circumstances as long as these do not affect work effectiveness.

## Holiday

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

## Pension

The Audience Agency has a workplace pension scheme in line with current legislation. Automatic enrolment into this scheme commences after three months in employment. Employees may opt out of this scheme if desired.

## 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](#)).

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 Dan Cowley, Research Manager on [Daniel.cowley@theaudienceagency.org](mailto:Daniel.cowley@theaudienceagency.org)

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

**Deadline for applications:** 10am Monday 22 August

**Proposed interview dates:** week commencing 29 August