



Application Pack

Evidence Researcher

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 Answers](#), 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

The role sits within the small [Evidence and Insight Team](#), the role of which is to

- Develop new insights into current and potential cultural audiences, based on data/research from other teams and our own research (inc. the Cultural Participation Monitor)
- Share those insights (through events, reports, websites, dashboards and social media), to enhance both internal and external understanding of cultural engagement and how to increase it
- Create, manage and improve The Audience Agency's evidence and insight assets (e.g. Audience Spectrum).

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

The team also work with our larger in-house team of bespoke researchers and data analysis specialists, generating meaningful insights with practical applications for our clients.

Role Purpose

This position provides key support for the full range of Evidence and Insight activity. Working to the Director of Evidence and Insight, you will carry out primary research, collating and develop new insights and research materials and contribute to communications including report-writing and events.

You will also work with colleagues across the organisation to support our wider bespoke consultancy work using our data and evidence.

Key Result Areas

- To carry out relevant research activities, including collating and analysing data using a range of methodologies.
- With the Director of E&I, to use that research to produce evidence and a range of insights into audience behaviour.
- Produce high quality reports and presentations, sector level insights and other outputs for clients, stakeholders and internal colleagues - summarising, illustrating and presenting findings in understandable, accessible and actionable ways, drawing on best practice.
- Present research findings and interpretation to clients and colleagues face to face both individually and in group settings.
- Contribute specialist research content to The Audience Agency's events programme and conference presentations.
- To maintain data dashboards, feeds and assets.
- To help to maintain the Evidence Hub on Audience Answers, including providing content.
- Contribute to the strategic development and design of research practice and methodologies related to role specialism.
- Train, develop and embed specialist knowledge and skills within the team and the wider organisation.
- To adhere to the Market Research Society's Code of Conduct and guidelines for good practice in research projects.
- Represent the company externally to clients, strategic partners, funders and policy makers in connection with research services as required.
- To monitor external research to inform our own production of evidence.

General

- Keep abreast of trends and changes in the sector through continuing professional and personal development.
- Take positive steps to ensure that TAA broadens the diversity of its work and its approach to work.
- Model TAA's values in all work with colleagues and clients.

Person Specification

Qualifications, Knowledge and Experience

Significant experience gained in a work setting of delivering quantitative research in the customer, audience, visitor or user context. This may be through projects using secondary data or new primary data and should encompass research design as well as analysis of data.

Understanding of statistical applications in the market research context.

Knowledge of a range of specialist software packages and geo-demographic classification systems.

Understanding of the cultural sector and its policy.

Skills

Ability to apply knowledge and skills of quantitative research methodologies for different projects in a customer, visitor, audience or user context.

Ability to analyse and interpret complex research data from a variety of sources and convey findings clearly and accurately to a diverse range of people.

Ability to present reports and data in an engaging, compelling and accessible way, using a range of visualisation methods (e.g. graphs, diagrams and/or dashboards).

Ability to manage and prioritise workload across multiple projects and demands and to help others do the same.

Ability to take the role of lead researcher on projects.

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 work on own initiative as well as a member of a team and to demonstrate a collaborative approach to work.

Ability to motivate and develop others.

Ability to prioritise workload, take initiative and ask for help when needed.

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 circa £30k.

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 and a covering letter explaining how you meet the requirements of the role.
- Complete a (separate) Diversity Monitoring form ([found on our website here](#)).

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 Oliver Mantell, Director of Evidence and Insight.

Applications should be sent to jobs@theaudienceagency.org

Deadline for applications: 21 April 2023

Proposed interview dates: 2 May 2023 (please let us know when you apply if you are not available on this date).