

## Research Assistant

Full Time – 12 month fixed term contract

Deadline for applications: **Monday 4 December 2017 at 12pm**

For full Job and application details, visit:  
<https://www.theaudienceagency.org/careers>

Interviews will take place **Thursday 14 December** at our Manchester office.

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

### The Audience Agency

The Audience Agency is the national not-for-profit organisation supporting cultural organisations to understand and grow their audiences. The Audience Agency provides advice, intelligence and ideas for cultural organisations planning to increase and engage audiences. We work with arts, museums, heritage and other cultural organisations across England, to offer practical support and an unrivalled body of audience intelligence. For more information about our organisation and team please see [www.theaudienceagency.org](http://www.theaudienceagency.org)

### Background to the post

We have a position within The Audience Agency Research Team for a motivated, analytical and personable researcher who is interested in pursuing a career in research in the cultural sector. Based in the Manchester research team (we also have a team in our London Office), the successful applicant will have the opportunity to work on a wide range of interesting research and evaluation projects.

## Role description and duties

### Description of the role

As a key member of the research team, the Research Assistant will work on projects commissioned by cultural organisations across England. These include performing arts venues, art galleries, museums, heritage organisations and libraries. The Audience Agency also works on collaborative projects where organisations come together as a group. While the focus will be predominantly on audience/ potential audience research, in some cases there will be a business to business (B2B) element.

The research team delivers projects that draw on many different qualitative research techniques such as participant recruitment, focus groups, visitor journey mapping, in-depth interviews and intercept interviews. The research team also carries out quantitative research using techniques such as audience surveying, segmentation, mapping, sales database analysis and analysis of secondary industry data. In this role, the research assistant will work across these areas with a focus on qualitative techniques.

This research helps cultural organisations understand more about consumer behaviour, decision making, attitudes and experience. Through this understanding The Audience Agency provides insight for organisations to inform audience development, campaigns and product development.

In this busy and 'hands-on' role the Research Assistant will support members of the research team in large projects and take responsibility for delivering specific elements of our research offer direct to clients and through our consultancy team. As part of the role, the Research Assistant may also support consultants on additional elements of delivery and administration of projects.

The post would suit someone who has a good understanding of the principles of research and who has experience of applying it in a work or academic environment, we would be particularly interested in speaking to someone with experience of, or interest in, social research. Experience of or an interest in working in the arts, cultural and/or heritage sectors would be an advantage.

Accuracy, rigour and confidence communicating face to face with members of the public are paramount. This needs to be coupled with an ability to summarise research 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 house in the principles and practicalities of qualitative research and in specialist software used in the research team. This includes MMG3 (used for audience profiling, catchment analysis, mapping and modelling) and Snap (for online survey development and analysis).

The position of Research Assistant is a rewarding role for someone who is interested in developing a career in market research and is motivated by making a difference for cultural organisations and the arts sector.

### **Main duties of post**

The main duties of this role are detailed below:

#### **Undertake primary research and analysis, including**

- Contribute to the delivery of qualitative research work. This may include, for example, managing the recruitment of participants, conducting depth interviews or observational work or supporting members of the research team or consultants with the facilitation of discussion groups.
- Analyse and interpret qualitative data to draw out themes, consensus and opposition.
- Set up online quantitative surveys in Snap and analyse statistical research using Excel, Access, SPSS or other software as appropriate.

#### **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 colleagues' input as appropriate.
- Present research findings and analysis to the research and consultancy teams and other colleagues.

#### **Carry out database analysis and customer profiling, including**

- Collect and prepare customer data for analysis from a range of sources including survey data and box office systems.
- Analyse and interpret customer purchasing and profiling data using a variety of software.
- Produce geo-demographic profiles (for example using Mosaic and Audience Spectrum), behavioural analysis and mapping reports.

## Administration and project support

- Help co-ordinate qualitative and quantitative research. This may include, for example, client liaison, fieldwork liaison, report checking and support at research-led meetings and events.
- Work closely with the Qualitative Research Manager to manage the effective recruitment of appropriate audiences for focus groups and interviews.
- The Audience Agency uses a 'matrix' style of working, so additionally the Research Assistant may take a key role in wider project delivery and administration, working closely with members of the research or consultancy teams as appropriate.
- Work with and co-ordinate the contribution of external suppliers and contractors (such as data-warehouses, IT suppliers, interviewers).
- Administration of invoicing and payments.
- Administration of client contact information and tracking using our CRM system.
- Keep accurate records and clear administrative procedures across all areas.
- Adhere to The Audience Agency's data management policies and best practice in relation to compliance with the Data Protection Act.

## 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 fixed term basis at an annual salary of £17,763.

### Location

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

### Hours

Normal working hours for full time employees are 35 per week, or seven hours a day which can be worked flexibly in agreement with the your line manager. Core office hours are between 10am - 6pm 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 if 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.

### **Contract**

The post is offered on a full time fixed term contract, to be reviewed after 12 months, and commencing as soon as possible.

## Person Specification

The successful candidate will have the following skills and experience (E=essential, D=desirable):

### Qualifications and/or relevant training

Qualifications in research 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 research methods
- D Qualification and/or in-work training in qualitative approaches
- D Qualification and/or in-work training in quantitative approaches
- D Qualification and/or in-work training in database analysis

### Research, analysis and reporting

Experience can be gathered through work or academic studies.

- E Experience of carrying out research in a social, market or customer focussed context
- E Understanding of the principles and value of audience/market research
- E Ability to interpret research findings and distil key messages
- D Experience of carrying out qualitative research
- D Experience of carrying out quantitative survey research including survey design and analysis of data
- D Experience of carrying out research fieldwork
- D Experience of using and analysing database information
- D Experience of carrying out statistical analysis
- D Experience of applying research in a customer or audience context
- 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 many different projects and demands, in a busy environment

- D Experience of working in team environment
- D Experience of working in an advisory or consultative way

### Other skills

- E Excellent IT skills including Excel, Word, PowerPoint, email and internet use
- D Experience of MS Access (or other database packages)
- D Experience of specialist packages, eg SPSS, ArcGIS, Snap (or other survey software)
- D Experience of Mosaic/ACORN/ Audience Spectrum or other geo-demographic classification systems
- D Experience of mapping and geographic analysis

### 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