# Research & Database Assistant (Survey)

## Full time – Permanent Contract

### Description of 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 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 specialists working in the arts and cultural sector that provide a wide variety of audience insight, research and consultancy 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 see www.theaudienceagency.org

### Background to the post

The Research & Database Assistant is a role within our Technology Platform & Products Team, based in our London office, for a motivated, analytical person who is interested in developing a career in research and data analysis in the cultural sector. It is a rewarding role for someone who enjoys the rigor of working with data and is motivated by making a difference for organisations in the cultural sector.

This is a busy "hands-on" role, working with the team responsible for designing, developing, delivering and maintaining the services offered to our clients through our national audience

data platforms, to help them understand and grow their audiences and revenues. 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 audience surveys.

The Research & Database Assistant works in a close-knit team and with a wide range of cultural organisations across England and the UK, helping them to get set-up to collect and submit audience data to the national Audience Finder programme; and then helping them to get value and insight from the analysis tools and services that we provide. This will principally involve delivering and maintaining our national audience survey platform for cultural organisations, but will also, from time to time include helping our team support organisations to use our automated ticketing data extraction and analysis services, and our wider range of products that are driven by these data platforms. The post holder will also help the team to provide troubleshooting support to our clients to ensure the continuous flow of data collection.

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 role is an exciting opportunity to draw upon and develop your existing research and data analysis skills. Accuracy, rigor and thoroughness are paramount. The post holder must also demonstrate that they have the ability to communicate the findings of their research clearly and concisely to non-researchers, and that they can work effectively in a team environment. A good understanding of the principles of research is advantageous, as is experience of, or an interest in, working in the arts, cultural and/or heritage sectors.

A learning organisation, The Audience Agency places great importance on the training and development of its team and supports staff in their personal and professional development. The post holder will be encouraged and supported to undertake professional development whilst in post.

During induction the post holder will be trained in the specialist software used in the Technology Platform & Products Team. This includes all elements of our national audience survey platform, and our bespoke ticketing data extraction and analysis software, as well as SNAP (for online survey development), and MMG3 (used for audience profiling, catchment analysis, mapping and modelling). The use of SPSS and SQL are also likely to become increasingly useful in this role and training will be provided.

**Main duties of the post**

**Supporting delivery of the Audience Finder quantitative survey services**

- Take an active role in the day to day delivery of The Audience Agency's quantitative survey platform products & services, including delivering the following:
    - o Setting-up organisations annual survey and dashboard reporting tools
    - o Providing support resources to clients to help them collect and use their audience data
    - o Provide a first line of support to help users troubleshoot problems with using our services
    - o Supporting the flow and management of quantitative data from collection through to analysis and reporting
    - o Undertaking analysis and reporting of survey data for individual clients or as part of planned production of aggregated benchmarks and statistics
- Contribute to the design and delivery of specific research projects and components within the Audience Finder programme, so that outputs are delivered to agreed scope and timescales, and on occasion undertaking fieldwork as appropriate.
- Take an active role in the analysis and interpretation of statistical research data using our suite of tools, including Excel, Access, SPSS, and other software as appropriate.

**Maintenance and development of the quantitative survey platform**

- Contribute to the ongoing development, design and management of the Audience Finder quantitative survey infrastructure, tools and data framework, such as the quantitative survey data warehouse and associated developments.
- Take an active role in the ongoing development of the overall Audience Finder quantitative research services offer, seeking opportunities to continually develop and improve the offer, and with consideration given to where The Audience Agency's *bespoke* and *Audience Finder* services may complement or enhance each other.
- Troubleshoot as appropriate, providing solutions where possible to challenges that may arise in the development of our platforms.
- Play a role in ensuring that developments of the platform and of the offer are robust and reliable, and in implementing and developing robust QA procedures to ensure this.

### Product delivery

- Take an active role in the development of the tools/services associated with and driven by our data platforms that help The Audience Agencys clients to understand and engage their audiences
- Work with and support colleagues to produce and deliver the products and services associated with and driven by our data platforms for our clients by:
    - Using our templates, analysis and mapping tools
    - Manipulating and summarising data
    - Providing or contributing to research reports and narrative summaries of data analyses
- Preparing specific data extractions and/or analyses from The Audience Agency's data infrastructure as part of research projects

### Supporting the delivery of the *Audience Finder* ticketing data services

On occasion as required, supporting the delivery of the *Audience Finder* ticketing data based service by assisting with:

- Set-up and installation of ticketing data extraction software
- Monitoring the ongoing flow of data extractions from source ticketing systems to the data warehouse
- Providing the first line of support troubleshooting, or referring problems to, or liaising with, our technical partners to provide second line support where necessary
- Providing bespoke analysis of data from the ticketing data warehouse using our suite of analysis tools.

### Report writing and dissemination

- Prepare and contribute to written reports summarising and illustrating research findings.
- Present research findings and analysis to clients, the research teams and other The Audience Agency colleagues.
- Liaise with The Audience Agency consultants requiring data and research services, to ensure a high quality of service and communication to clients.

### Best practice and quality assurance

- To maintain a high standard of robust and reliable data analysis in all work by adhering and contributing to The Audience Agency's data management policies and their

continual improvement, and maintaining best practice in relation to compliance with data protection regulations.

- 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 those areas.

## Administration

- Contribute actively to the coordination of administration of quantitative research. This may include, for example, client liaison, field work liaison, report checking and support at research led meetings and events.

- Administration of client information and tracking using The Audience Agency's CRM system and procedures.

- Keep accurate records and clear administrative procedures across all areas of your activity in the Technical Platform & Product Team.

### Additional job details

### 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 £21,250, inclusive of London weighting.

### Location

The role will be based in our London office and the post holder will report to the Data Platforms & Research Manager.

### Hours

Normal working hours for full time employees are 35 hours per week, or 7 hours per day, which can be worked flexibly in agreement with your line manager. Core office hours are between 10am and 9pm daily. For full time staff, the normal working day includes one hour for lunch (unpaid). 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. 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: Research and Database Officer**

**Skills and experience required,**

E = essential, D = desirable

Please give concrete examples in your application of where and how you acquired and applied the necessary skills and experience.

**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 on the job experience and appropriate training.

D        Qualification and/or in-work training in research methods

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

D        Qualification and/or in-work training in quantitative analysis

D        Qualification and/or in-work training in qualitative analysis

**Research and analysis**

D        Experience of carrying out research in a work environment

E        Experience of using and analysing database information

E        Experience of quantitative research delivery

D        Understanding of the principles and value of audience/market research

D        Understanding of statistical applications in market research context

D        Experience of qualitative research delivery

D        Experience of applying research in a customer or audience context

**Project/team working**

D        Experience of working in team environment

D        Experience of managing time- and/or a number of concurrent projects

D        Experience of working in an advisory or consultative way with clients

## Reporting, dissemination and communication

E      Ability to interpret research findings and distil key messages

E      Experience of producing reports and other research output for different types of audiences, including verbally presenting findings.

## Audience development in the cultural sector

D      An understanding of the principles of audience development

D      Some knowledge of the arts, cultural and/or heritage sector

## Other skills

E      Excellent IT skills, including advanced skills in Word and Excel and experience of MS Access (or other database package), PowerPoint, email and internet use

D      Experience of specialist packages, e.g. SPSS, qualitative analysis packages, SNAP (or other online survey software)

D      Experience of Audience Spectrum, Mosaic and/or ACORN or other geo-demographic classification systems

## Personal qualities

E      Numerical confidence, accuracy and rigour.

E      Excellent written and verbal communication skills at a professional level

E      Able to work well within and across teams, as well as working autonomously

E      High levels of customer service, professionalism, and an organised and thorough approach, with close attention to detail

E      Ability to manage and prioritise workload across a number of different projects and demands, in a busy environment

E      Ability to adapt and improvise within time and resource constraints of our clients.