York Museums Trust

Job description

Job title:	Audience Analyst		
Department:	Public Engagement, Curatorial and Collections	**Contract:**	Permanent
Reporting To:	Communications and Marketing Manager	**Hours per week:**	37

1. Job purpose
To provide relevant and timely audience data and analytics to support business decision making and to support a culture of insight and audience focused decision making.

2. Dimensions
Budgets To manage the following budgets in year, keeping within budget: Audience Research; £30K **Line Management** **Direct Reports:** None **Role Impact** • Ensures audience data is driving organisational decision making • We better understand the audience and what audiences are telling us and where audience trends are going • Ensures commissioned data meets organisational requirements • Pulls together data from different sources across the organisations, analyses and presents overview and implications coherently and accessibly • Develops briefs for externally commissioned research and ensures they bring maximum value and impact to YMT • Ensures timely and correct data is reported to Arts Council • Flags early warning risks made clear through data analysis • Helps create a culture of using effective data driven decision making through staff support and training.

3. Principal accountabilities
Core Responsibilities • Commissions and contract manages external audience research contracts • Commissions and collates internal audience research and data collection • Pulls together data from all relevant sources across the organisation to produce regular and timely audience insight reports • Analyses and reports against audience data internally and externally to key stakeholders including Arts Council England

- Works closely with Senior Leadership Team and Wider Management Team to ensure relevant and timely commissioning, collating and reporting against data
- Manages Power BI for the organisation
- Supports teams to adopt audience focussed practices through using data to inform decision making at all levels of the organisation
- Ensures that qualitative and quantitative data is collected and used appropriate
- Ensures social media data is collected and used to drive greater engagement.

4. Key performance measures

- Public Programme delivers against audience targets and audience development plan
- Marketing and social media investment drives visitor numbers and engagement
- Data is used at SLT and WMT level to regularly inform all aspects of decision making
- Audience forecasting is responsive and accurate
- Risks around specific audiences are flagged and managed early
- Reporting to Arts Council is timely and correct

5. Knowledge, skills, experience and behaviours

Knowledge

- Strong understanding of audience data analysis
- Strong understanding of best practice in commissioning and carrying out audience research including both quantitative and qualitative data collection
- Strong knowledge and understanding of digital data analytics
- Strong knowledge of statistical analysis
- Robust understanding of audience segmentation models and audience demographics including protected characteristics
- Detailed knowledge and understanding of GDPR / data protection legislation and best practice

Skills

- Highly analytical thinker
- Highly skilled with data analysis
- Ability to analyse complex data sets and distil clear and succinct conclusions and recommendations
- Ability to communicate complex data for others to engage with effectively
- Ability to work with both quantitative and qualitative data
- Strong people relationship skills
- Creative thinker and problem solver
- Highly organised
- Highly IT literate with the ability to use data tools such as Power BI / visualisation tools, Excel and data analytics tools

Experience

- Experience of providing written / visual data reports to inform decision making at a senior level
- Experience of commissioning high quality, relevant audience research
- Experience of reporting data for use in driving decision making in organisations
- Experience of analysing and summarising data from different sources

- Experience of digital data analytics in relation to driving audience engagement
- Experience of commissioning audience research
- Experience of contract management
- Experience of managing budgets

Behaviours
- Commitment to Continuous Professional Development for self and others
- Inspiring managers, colleagues and staff to be creative, ambitious and constantly improving, and to empower teams through delegation, support and performance management
- Actively leading and promoting a culture of audience focussed data collection
- Commitment to equality and diversity and an understanding of how this commitment applies to this role.
- Commitment to environmentally sustainable practice in the development and delivery of exhibitions.

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6. Key relationships

Senior Leadership Team
Wider Management Team
Financial Controller
Public Engagement Manager
Communications and Marketing Team
IT and Digital Engagement Manager
Volunteer Team
Learning Team
Curatorial Teams
Arts Council England

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7. Organisation chart

Head of Public Engagement, Collections and Curatorial

- **Public Engagment Manager**
  - Creative Learning Producer
  - Creative Learning Producer
  - Volunteers Coordinator x 0.6 fte
  - Schools Learning Producer
  - Public Engagement Producer x 0.6 fte
  - Community Enagement Researcher x 0.4 fte
- **Exhibitions Programme Manager x 0.6 fte**
  - Exhibitions Project Manager
  - Registrar
- **Communications and Marketing Manager**
  - Marketing and Communications Officer
  - Digital Communications Officer
  - Communications Assistants x 0.54 fte
- **Senior Curator YAG**
  - Curator of Fine Arts x 0.6 fte
  - Curator of Ceramics
  - Associate Collections Curators x 1.3 fte
- **Senior Curator YM**
  - Curator of Natural Sciences x 0.6 fte
  - Finds Liaison Officer
  - Curator of Archaeology
    - Assistant Curator- Archaeological Archives x 0.41 fte - fixed term to March 2022
    - Associate Collections Curators x 1.7 fte
- **Senior Curator YCM x 0.6 fte**
  - Curator of Social History
  - Associate Collections Curator x 2 fte