

York Museums Trust

Job description

Job title:	Audience Analysis Officer		
Department:	Communications & Marketing	Contract:	Fixed Term to 28 Feb 2025
Reporting To:	Business, Data and Audience Analyst	Hours per week:	22 hours

1. Job purpose

To ensure operational delivery of a programme of bespoke audience research that provides insights aligned with YMT priorities and objectives. Using research to identify audience development opportunities and to inform continuous improvement and business master-planning. Manage audience evaluation of public programme.

2. Dimensions

Budgets

To track budgetary spend in year, keeping within budget:

Line Management

Direct Reports:

None

Role Impact

- We better understand the audience, what audiences are telling us and audience trends to inform decision making.
- Ensures commissioned data meets organisational requirements.
- Pulls together data from different sources across the organisation, analyses and presents overview and implications coherently and accessibly
- Contributes to briefs for externally commissioned research and ensures they bring maximum value and impact to York Museums Trust.
- Ensures timely and correct data is reported to the Arts Council.
- Flags early warning risks around audiences made clear through data analysis and market research.

3. Principal accountabilities

Core Responsibilities

To gather together and collate feedback from various sources.

To have oversight of collation of feedback, liaising with VE and PE team members.

To devise, conduct and analyse polls.

York Museums Trust

To administer regular surveys on a weekly basis for each of our main sites at the Yorkshire Museum, York Art Gallery and York Castle Museum.

To liaise with and manage external suppliers to ensure quality and standards of research and the agreed schedule of activity is delivered.

Analyse the data arising from survey activity and create bespoke reports drawing out implications for YMT programming, planning and strategy

Pull together data from all relevant sources across the organisation to produce regular and timely audience insight reports on a quarterly basis.

Analyse and report against audience data internally and externally to key stakeholders including Arts Council England.

Manage panel research on a day-to-day basis liaising with the panel provider, including contribution to the design of sessions (e.g. helping design questions for survey or focus group activity).

Ensure that qualitative and quantitative data is collected and used appropriately in line with best practice.

Ensure 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.
- The visitor journey and experience is continuously improved (NPS and engagement).
- Marketing and social media investment drives visitor numbers and engagement.
- Data is used at SLT and WLT 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

- An understanding of how to deliver programmes of audience research aligned with organisational requirements.
- Good understanding of data analysis.
- Good knowledge of statistical analysis.
- Knowledge of Excel or SPSS, including how to interrogate data, for example use of Pivot Tables in Excel.
- An understanding of customer journey research,

- Knowledge and understanding of GDPR/data protection legislation and best practice.
- An understanding of the cultural and/or tourism sector is helpful.
- Confidence in presenting research to others.
- Awareness of principles of research sampling and weighting.

Skills

- Attention to detail.
- A methodical approach to development and delivery of activities and analysis.
- A consultative approach with good people relationship skills.
- Strong numeracy skills.
- Ability to analyse data sets, develop and provide clear conclusions.
- Ability to work with both quantitative and qualitative data.
- Creative thinker and problem solver.

Experience

- Experience of research materials design and development of questionnaire or topic guides.
- Experience of providing written/visual data reports to inform decision making.
- Experience of consulting with others to understand their insight needs.
- Experience of analysing and summarising data from different sources.
- Experience of digital data analytics.

Behaviours

- Commitment to Continuous Professional Development for self and others.
- Inspiring colleagues and staff to be creative, ambitious and to constantly improve.
- Actively supporting 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 the programme.

6. Key relationships

Contractors.

Visitor Experience teams

Public Engagement teams

Communications and Marketing Team

IT and Digital Engagement Manager

Curatorial team

Arts Council England