



JOB DESCRIPTION

Title: Audience Insight Officer

Reports to: Research and Inclusion Manager

Main Purpose of the Job

Working to given priorities and timelines, to plan and run customer experience research to enable understanding of audiences, their preferences, behaviours and experiences

To coordinate and provide audience data, analysis and metrics required for Arts Council England and other funders

To provide analysis and insight on Royal Ballet and Opera audiences against defined and agreed objectives and to agreed timelines

To communicate evidence-based recommendations to stakeholders which give voice to customer needs and champion an audience-centred approach

To manage own learning and contribute to a culture of data driven continuous improvement

Main Responsibilities

Working to priorities set by the Research and Inclusion Manager:

Customer and market research

- Manage the ongoing delivery of the programme of post-visit customer surveys, working with the CRM team to coordinate and monitor delivery
- Coordinate the delivery of other regularly scheduled customer research
- Proactively review research projects to optimise processes and ensure research is accessible, representative of all potential audiences, and delivering required insights
- Working with the Research and Inclusion Manager, plan and design appropriate audience research to meet other organisational needs as they arise

Reporting and KPIs

- Coordinate the delivery of audience metrics and data as required by Arts Council England, including using ACE's Illuminate platform
- Provide regular reporting on audience Net Promoter Scores (NPS)

- Support regular reporting on customer feedback, including surveys, reviews etc.
- Support the delivery of internal reports, dashboards and KPIs using audience research and information as required

Communicating analysis and insight

- Turn research and data into compelling, clear and actionable stories in reports, dashboards and presentations as appropriate
- Develop recommendations based on quantitative and qualitative evidence
- Present analysis and visualisations to effectively communicate clear messages to all levels of technical ability
- Champion the voice of the customer, supporting a culture of evidence-based and audience-centred decision making
- Contribute to team library of research insights and outcomes

Teamwork

- Work collaboratively in cross-functional teams and uphold a strong team ethic
- Act as an advocate for data driven decision making across the organisation

Continuous Improvement

- Contribute to a culture of innovation and evidence driven continuous improvement
- Contribute to a culture of information sharing, collaboration and cross-team working
- Manage own learning and continuous development relevant to the role

PERSON SPECIFICATION

Essential Knowledge, Skills and Experience

Tools

- Intermediate/Advanced Excel (especially the use of pivot tables)
- Experience with online survey software (e.g. Survey Monkey) would be beneficial
- Experience with visualisation tools (e.g. Power BI) would be beneficial

Customer Research and Analysis

- The ability to interpret data to create actionable insights in the form of reports, dashboards and presentations
- The ability to take a methodical, detail-oriented approach to planning and conducting analysis and research
- An understanding of survey design
- An understanding of Net Promoter Score methodology would be beneficial
- An understanding of audience research in context of the arts and cultural sector would be beneficial

Workload Management

- The ability to deliver accurate, high-quality work and reports to agreed deadlines
- Strong planning and time-management skills, with the ability to manage priorities and coordinate resources across multiple projects

Teamwork and communication

- The ability to work effectively with multi-disciplinary teams
- Able to work with stakeholders, create effective research plans and maintain communication on project needs and outputs

- Ability to convey complex information in a compelling way to create understanding

Continuous Improvement

- Ability to work to and support a culture of continuous improvement
- The ability to assimilate new information, and develop new skills or hone existing skills, to be able to deliver work to a high standard
- Willingness to work sustainably and consider new or improved ways of working to reduce our impact on the environment.

This Job Description reflects the current situation. It does not preclude change or development that might be required in the future.

