



Qualitative Research Assistant

Application Pack

Contents

| | |
|--|----|
| Contents..... | 2 |
| About the Audience Agency..... | 3 |
| Our Values | 4 |
| The Role | 4 |
| Why you should apply | 5 |
| Key Result Areas..... | 6 |
| Person Specification | 8 |
| Terms and Conditions of Employment | 9 |
| Application Process..... | 10 |

The Audience Agency is seeking a Research Assistant to join the Qualitative Research Team. This pack tells you about us, about the role, and how to apply.

About the Audience Agency

The Audience Agency (TAA) is an independent, non-profit research and development organisation whose purpose is to enable a thriving, people-centred cultural sector, fit for the future, and better able to create cultural and creative opportunity for everyone.

We provide research, services and insight which help our network of clients and stakeholders adapt for and with their communities. Our friendly, collaborative team is a collective of committed specialists with backgrounds in the cultural and creative sectors, research and/or data science who share a passion for arts and culture and its power to transform society.

Our approach is insight-led and people-centred and underpins a five-pillar programme of services: Audience Development and Participation, Creative Economy, Creative Places, Digital Transformation, and Evaluation and Impact. We work across the UK and internationally, with an extensive range of cultural and creative organisations, academic partners, local authorities, funding bodies and policymakers.

Find out more about our work and what we do at
<https://www.theaudienceagency.org/about-us>

Our Values

We believe that taking part in cultural activities and having opportunities to exercise our creativity are important to our wellbeing and personal resilience. Genuinely equal access to these opportunities is a matter of social justice, important in building a fairer society, stronger communities, equitable regeneration and positive civic change.

We are people-centred We champion a people-centred approach as researchers, advisers and employers. We listen to, and act on, the views of stakeholders, are respectful of differences, and embrace a diversity of voices.

We are connected: committed to sharing knowledge and using our unique position to bring people together to forge new conversations and collaborations. We thrive being at the intersection of relationships, both across the sector and between organisations.

We strive to be trustworthy: transparent, rigorous, to act with confidentiality. We are committed to quality in everything we do, and strive to build trust in all our stakeholder relationships

The Role

Role Context

Our in-house team of researchers are qualitative, quantitative and data analysis specialists, generating meaningful insights with practical applications for our clients. We exploit our unrivalled market data and are experts in action research, user-centred design, depth research and visitor journey mapping. Our research approaches and ways of working are outlined [here](#).

The Research Team works across the whole organisation, designing, developing, delivering and maintaining the services offered to our clients through our national audience data platforms, standard reports and bespoke research projects, as well as our evidence work.

Our work spans both physical and digital audiences as well as those that actively participate in creative activities. We would also be interested in people with experience of brand research such as brand tracking, semiotics and/or advertising testing.

Role Purpose

This is a busy “hands-on” role, working with the team that is primarily responsible for delivery of our qualitative research delivery.

The Research Assistant will primarily deliver qualitative research, including discussion groups, depth interviews, visitor journey mapping, stakeholder consultation and other depth approaches. This will help cultural organisations to understand and grow their audiences and also inform sector level developments.

As required, the Research Assistant will support on delivery of wider research, including desk research, quantitative methodologies and **Audience Answers** services. Audience Answers is a data sharing programme that enables cultural organisations to share data and understand their audiences in market context.

The post holder will be encouraged and supported to undertake professional development whilst in post and will be trained in the specialist product and platform software.

We are also currently recruiting for a Quantitative Research Assistant; please apply for the role which best suits your skills, experience, and interests.

Why you should apply

You will get to play to your strengths in research planning, delivery and reporting, and support others to value and apply research. You will use and develop your experience to make a difference to a wide range of communities, organisations, agencies and local authorities, and will be able to influence both policy and practice.

You will enjoy a varied working week, working on varied projects and using a range of methodologies. You will work closely with other members of the research team and also our wider network of consultants.

Working from home, and on-site with clients as required, you will be able to organise your time flexibly, you will be part of a supportive, welcoming and experienced team. and encouraged to develop your own practice and learning. You will gain strong applied research skills relevant to the cultural sector.

Key Result Areas

To provide clients with data driven insight to help them understand more about their audiences

- To manage the recruitment of participants to focus groups and interviews.
- To conduct depth interviews and focus groups and carrying out observational work.
- To support visitor journey mapping research.
- To analyse and interpret qualitative data.
- To conduct additional bespoke analysis, including digital analysis using social media platform metrics, Google Analytics etc.
- To contribute to wider research, including the building, delivery and analysis of quantitative surveys and conduct other data analysis as required.
- To contribute to the delivery of standard reporting for clients, including both periodic reporting and one-off reports.
- To work with segmentation tools such as **Audience Spectrum**.

To support people internally and externally to better use and understand data

- To provide research advice and support for our consultancy and wider teams.
- To work with clients to understand outputs, and to support them in their use of these outputs.

To use appropriate tools, software and data sources to meet research objectives

- To use software and analysis tools relevant to the role. This may include text analysis tools, databases such as Access and Excel, digital platforms and data collection/analysis/reporting tools such as MMG3, Snap Surveys, cubes, SQL, SPSS and Power BI.
- To use secondary population data such as TGI, Census and Taking Part.
- To understand and introduce new and emerging qualitative methods, relevant datasets and tools.

To communicate research findings internally and externally

- To summarise, illustrate and present findings in understandable and actionable ways.
- To contribute to the production and presentation of reports and other outputs for clients, stakeholders and internal colleagues.

To co-ordinate research projects to ensure work is kept on track

- To liaise with clients, suppliers and fieldworkers to check progress of projects and report internally.
- To administer invoicing, payment and project tracking using the CRM system and to keep accurate records.

To maintain high standards of research practice in all our work

- To ensure compliance with TAA's data management policies and GDPR legislation and to contribute to developments in this area.
- To 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 contribute to TAA developments in research practice, such as the Anti-Racist Research Guidelines.

To support The Audience Agency to grow and develop

- Keep abreast of trends and changes in the sector through continuing professional and personal development.
- To model best practice in diversity and inclusion.
- To model The Audiences Agency's values in all work with colleagues and clients.

Person Specification

Qualifications, Knowledge and Experience

- Experience through work or study of:
 - conducting qualitative research
 - analysing related data.
- Good understanding (and ideally some experience) of
 - research methodologies
 - principles and value of audience/ market research
 - applying research in a user, customer or audience context.
- Knowledge of (or ability to learn) specialist software, analysis or reporting packages noted in the job role section.

Skills

- Confidence in communicating face to face with members of the public
- Ability to interpret research data.
- Demonstrable attention to detail, displaying accuracy, rigour and thoroughness.
- Critical thinking skills and ability to develop and present reasoned insights.
- Excellent written and verbal communication skills at a professional level.
- High levels of customer service and professionalism in delivery.
- Ability to demonstrate active listening and learning skills.
- Ability to manage and prioritise workload across a number of different projects and demands, in a busy environment.
- Ability to deliver on time, to budget and to a high standard.
- Ability to work on own initiative as well as a member of a team and to demonstrate a collaborative approach to work.
- Excellent IT skills including Excel, Word, PowerPoint.
- Ability to display numerical confidence.

Personal Attributes

- Willingness to continue professional and personal development.
- Interest in The Audience Agency's work and mission, and an ability to demonstrate these values in own way of working.
- Understanding of diversity and inclusion across the breadth of the role and operating in the context of the organisation.
- Interest in arts, culture and heritage.

Terms and Conditions of Employment

Salary & Contract

This post is offered as a permanent full-time contract at an annual gross salary of £24,480. We welcome applicants who are interested in full or part time positions, job-share, permanent or contract status, for this post (salary pro-rata if part-time).

Progress monitoring

As standard business practice, this role is subject to a three-month probationary period during which your ongoing performance and support requirements will be reviewed.

Location

The role is remote and the postholder can be located anywhere in the UK. Although your usual place of work will be your home (using computer equipment and software which we will provide), we will expect you to be available to travel to clients in the UK or internationally and attend in-person organisational meetings. The costs of travel in these instances will be covered. All applicants should have the right to work in the UK. We are not licensed by the Home Office to sponsor work visas.

Hours

A full time contract would be 35 hours per week which can be worked flexibly in agreement with your line manager. 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 (pro rata if part time). Public/bank holidays + 3 days between Christmas and New Year bank holidays are offered in addition.

Pension

We offer a workplace pension in line with current legislation. Automatic enrolment commences after 3 months in employment. Employees may opt out if desired.

Application Process

To apply, you will need to send us:

- Notification of the specific role you are interested in, either Qualitative Research Assistant or Quantitative Research Assistant (note the job spec for the second of these is provided separately). You should only apply for one role.
- A written CV.
- A concise explanation* of your interest in the role, how you would contribute to The Audience Agency, and giving examples of your experience which meet our needs.
- Include two short examples of projects you have been involved in that best demonstrate why you are the right person for the role.
- Complete the online [Equal Opportunities Monitoring form](#). This will not form part of your assessed application and is to help us improve the inclusivity of our recruitment processes.

Your application will be reviewed on the basis of how well you demonstrate that you meet the person specification and the needs of the role.

* The way you explain your interest and fit is up to you; for example, it could be a written statement (no more than 2 A4 pages), a recorded statement (no more than 8 mins) or some other creative application which you believe best demonstrates your talent for the role.

We are interested to hear from applicants from a range of backgrounds and with a variety of experiences. Currently our organisation is majority white, cis-gender and non-disabled. We believe our work will be stronger with greater diversity and welcome

applications from those who bring difference. If you encounter any barriers in this application process, please let us know at jobs@theaudienceagency.org

If you wish to discuss this role in more detail prior to application, please contact Fran Blythe, Research Manager on fran.blythe@theaudienceagency.org

Applications should be sent to jobs@theaudienceagency.org

Deadline for applications

Deadline for applications: Midnight Monday 2nd June 2025

Proposed interview dates: Week commencing 9th June 2025

Thank you for taking an interest in The Audience Agency

The Audience Agency Limited

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