



**Post:** Audience Insights Manager  
**Reference:** TG2328  
**Band:** 3L  
**Department:** Marketing  
**Contract:** Permanent  
**Hours:** Full-time  
**Reporting to:** Head of Audience Insight  
**Location:** Millbank, London

## **Background**

Tate aims to be the most artistically adventurous and culturally inclusive art museum. We deliver this aim through activities in our four galleries across the UK (Tate Liverpool, Tate St Ives, Tate Britain and Tate Modern), our digital platforms and collaborations with our national and international partners. At the heart of Tate is our collection of art, which includes British art from the 16th century to the present day, and international modern art from 1900 to the present day.

The Audience Insight team sits at the heart of Tate's relationship with its audiences. The team consists of data analysts and market researchers working together to share insight from audience research and primary data to generate insight to inform strategy and planning across the organisation.

Tate specifically utilises several continuous quantitative surveys to understanding and build relationships with existing visitors and potential visitors, as well as undertaking regular bespoke research into aspects of Tate's offer such as the exhibition programme, membership programme and the galleries themselves.

An experienced insight research manager is required to work with the Head of Audience Insight to manage the ongoing continuous visitor surveys, and to project manage a number of the ad hoc projects working with key stakeholders within the organisation and to champion audiences within the organisation working to ensure Tate is able to fulfil its vision as an artistically adventurous and culturally inclusive family of galleries.

You can find further information about Tate on our website: [www.tate.org.uk](http://www.tate.org.uk)

## **Purpose of the Job**

To support the Head of Audience Insight in managing and developing Tate's audience research led insights capability to maximise audience insight arising from audience research, disseminating these insights, and helping to inform strategy and planning across the organisation.

## **Main Activities/Responsibilities**

- Establish, manage and maintain strong working relationships with external suppliers and other external research agencies, ensuring Tate gets the best service, advice and price.
- Oversee the schedule of continuous visitor research, specifically our rolling annual visitor survey conducted as part of the London Museums and Galleries Benchmarking group and ALVA visitor experience research
- Work with internal stakeholders to clarify their research needs, write research briefs, manage research tender processes and manage ad hoc research requirements
- Acting as a cross-departmental resource and work with departments at all levels to help identify insight and help turn it into action for a variety of departments from catering to curatorial.
- To become an expert on Tate's current and potential audiences shaped by evidence about who they are, what they do, think and need, using clear language that is understood by all areas of the organisation.
- Analyse and interpret data from multiple sources, delivering strategic market and audience insights, put forward recommendations for action and input into the strategic direction of Tate.
- Disseminate research and share with high level stakeholders internally and to bring audiences closer to the heart of decision making.
- Act as an internal consultant presenting findings in meetings and forums as necessary.

## **Essential**

- Extensive experience of briefing and managing quantitative and qualitative research projects.
- Excellent project management and organisational skills. Ability to analyse and interpret data, extract relevant insight and communicate it clearly.
- Strong numerical skills including statistical analysis using advanced excel skills or other suitable tools
- Strong written skills being able to take and write a clear brief as well as being able to effectively summarise research output
- A confident presenter with experience of influencing others through strong written and verbal communications skills.
- Well-developed interpersonal skills including the ability to work effectively as part of a team and to work collaboratively with colleagues across Tate
- A commitment to and understanding of the principles of diversity and the ability to take an active role in supporting Tate's diversity objectives and creating a positive and inclusive working environment
- An interest in and commitment to the work of Tate.

## **Summary of Terms and Conditions of Employment**

### **Type of Contract**

This appointment is offered on a permanent contract.

### **Working Hours**

This post is offered on a full-time contract working 36 hours per week – Monday to Friday.

### **Salary**

This post is graded on Band 3L of the Tate pay scales.

An appointment to this post will be made at the minimum of the band at £31,742 per annum.

In addition, this post will attract a market rate allowance of £5,000 per annum.

A review of pay is undertaken annually at Tate through negotiation with the recognised trade unions. Any increases to individual salaries, will be subject to the terms of Tate's annual pay settlement and will be applied from 1 April.

### **Annual Leave and Public Holidays**

Annual leave is 25 working days per annum rising to 27 working days per annum after three years' service. In addition, we offer paid time off for the 8 public holidays and 1 Tate day (on 24 December when the galleries are closed).

### **Pension Benefits**

An important part of the pay and reward package Tate offers employees is the option to join the Civil Service Pension arrangements. These arrangements currently offer a choice of two types of pension:

- **Alpha.** This is a defined benefit occupational pension scheme that currently has a member contribution rate which ranges from 4.6%-8.05% dependent on your salary. As your employer we meet the rest of the cost of the scheme. Further information about this can be found at [www.civilservicepensionscheme.org.uk](http://www.civilservicepensionscheme.org.uk)
- **Partnership** pension account. This is a stakeholder pension with a contribution from ourselves. How much we pay is based on your age. We pay this regardless of whether you choose to contribute anything. You do not have to contribute but, if you do, we will also match your contributions up to 3% of your pensionable earnings. The contributions are in addition to the age-related contribution mentioned above.

If you have previously worked for an employer who participated in the Civil Service Pension scheme or other Public Service pension schemes different conditions may apply.

### **Other Discretionary Benefits**

- Interest-free Season Ticket Loan.

- Cycle to Work scheme – enabling you to buy a bike in a tax efficient way, for travelling to and from work.
- Rental deposit scheme – an interest free advance to help towards the cost of a deposit for privately rented accommodation
- Subsidised staff catering arrangements and discounts in the Tate Restaurants and Cafes.
- Access to Tate Benefits which offers access to discounts in high street stores.
- Access to a 24/7 Employee Assistance Programme to support you with any work, personal or family issues. This includes telephone-based support, as well as comprehensive online resources.
- Free entry to paying exhibitions at Tate Galleries. Opportunities for family and friends to visit the major exhibitions out-of-hours.
- Discounts on items purchased in the Tate shops.
- Free access to a number of other galleries and museums throughout the UK on production of a valid staff pass.

### **Safer Recruitment**

Tate is committed to providing a safe environment for all those who work at Tate and all those who come into contact with Tate as visitors to the galleries, as participants in Tate activities, and online. The safe recruitment of all those who undertake work on behalf of Tate is the first step to ensuring that we are fulfilling this commitment.

All positions at Tate are offered subject to the following conditions:

- Receipt of satisfactory references covering the last 3 years of your employment or education.
- Health clearance
- A satisfactory Disclosure Check.
- Proof that you are legally entitled to work in the UK

You can find out more information about our pre-employment checks and what they mean for you in our ‘Guidance Notes for Applicants’ document.

### **Diversity and Inclusion**

Our aim is to become a truly inclusive organisation with a workforce and audience as diverse as the communities we serve. This is fundamental to Tate’s future success and our ability to continue to contribute to culture and society in the UK.

We want our workforce to be more representative of all sections of society at all levels in the organisation. The range of perspectives and experience diversity brings is an asset to our organisation and we want to create an inclusive, welcoming environment for visitors, artists and all those who work at Tate. Tate expects all employees to contribute to this aim as part of their role. More information about diversity and inclusion at Tate can be found on our [website](#).

## How to apply

Our opportunities are open for you to apply online. Please visit:

[www.tate.org.uk/about/workingattate/](http://www.tate.org.uk/about/workingattate/) to create an account by registering your details or, if you are an existing user, log into your account. For all opportunities we ask candidates to complete an online application form for the vacancy they are interested in. If you need an application form in an alternative format please call us on 020 7887 4997. Once you have submitted your application you can keep track of its progress by logging into your account.

The closing date for the submission of completed application forms is **Wednesday 29 May 2019 by midnight.**

*Our jobs are like our galleries, open to all.*