Audience Data Analyst

Do you have the ability to tell compelling stories from complex data sets? Do you have experience of undertaking qualitative research into audience experiences? We’re looking for a highly motivated Audience Data Analyst to help drive decision-making using the power of data and audience insights.

We welcome and encourage applications from candidates who are under-represented in the creative industries, particularly individuals who experience physical, mental, or social barriers to accessing the arts.

About Art UK

Art UK is an art education charity on a mission to make the art in UK public collections accessible to everyone – for enjoyment, learning and research. It enables a global audience of five million people a year to learn about the UK’s national art collection by digitising artworks and telling the stories behind the art. In addition to innovative engagement tools such as Tagger and Curations, Art UK is currently working on new initiatives including a major learning programme, making this a truly exciting time to join the organisation. Art UK is the operating name of the Public Catalogue Foundation, a charity registered in England and Wales (1096185) and in Scotland (SC048601). For more information, please visit artuk.org. 2024 will see the launch of the Museum Data Service, a three-way partnership between Art UK, the Collections Trust and the University of Leicester. The creation of this single repository for museum objects will see Art UK significantly increase the artwork records available on our platforms, providing new opportunities for audiences to engage with collections across the UK.

About Art UK’s Data Needs

Art UK gathers data about user behaviour and interaction with our websites: Art UK, Art UK Shop and Art Detective. We now intend to deepen our understanding of user behaviour, as well as develop interesting and valuable quantitative datasets to benchmark Art UK against other UK and global cultural websites. This sophisticated understanding of our audiences will help the charity make important decisions on programming and resource allocation.

Art UK is also a UK partner for Bloomberg Connects, the fast-growing global Arts and Culture app. We will be working increasingly closely with Bloomberg to gather and link data, including in-venue survey and user behaviour data, and app/web analytics data, which will transform understanding about how users engage with, and benefit from, using an in-gallery audio guide.

To support Art UK across these two areas – to collate, analyse, interpret and visualise related data – the charity now seeks to appoint an Audience Data Analyst.

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About You

With a keen interest in showing how effective understanding of data can improve performance and enable Art UK to plan for meaningful change, you will have experience of using quantitative and qualitative data sets across your career. You will also have an interest in seeing how data can play a role in unlocking better user experiences around accessing the national collection of art. You will have excellent communication skills and the ability to draw out insights, with the confidence to present and explain information and ideas in a clear and accessible format.

Reporting to the Director of Marketing and Communications, you will work both independently and collaboratively with other teams across the organisation. We are committed to using data to make strategic decisions, so you will work closely with senior leadership to provide insight that will support the development of audience strategies. In this role you will make a significant contribution to our mission, enabling us to develop strategically in ways that benefit both audiences and participating collections.

Key Responsibilities

- Help Art UK become a more data literate organisation by promoting improved understanding of audiences, enhanced understanding of our reach and impact, and increased data-driven decision making
- Manage, interpret and present data for evidence-based internal decisions, funding applications and reporting
- Utilise Art UK and external data to provide insight and make recommendations which support the development of audience strategies
- Develop plans and programmes to gather, analyse, integrate and present data from website and digital surveys, and actively explore new opportunities to gather data
- Liaise with colleagues to develop new opportunities to bring together and link data from different sources for predictive modelling and forecasting
- Write, proof and test all digital surveys
- Use a range of secondary sources to analyse, model and benchmark Art UK’s performance
- Create and deliver insightful presentations
- Support colleagues from across the organisation in their data analysis needs
- Undertake in-person behavioral studies at collection venues to survey visual guide usage and effectiveness (approximately 2-3 in-person studies during contract period)
- Conduct contextual research at museums and galleries to learn about users’ behaviours, needs and preferences
- Keep abreast of the latest data analysis developments in the sector and make recommendations to senior management on tools, training, and new ways of unlocking the value of Art UK data and on tools and training

Necessary Skills

- Essential: Superb statistical analysis skills and the ability to interpret complex data sets
- Essential: Strong data management skills
- Essential: Excellent communication, presentation, and storytelling skills
- Essential: Excellent understanding of website analytics programme GA4 (and Google Analytics for cross comparison), with the ability to create custom reports

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- Essential: Experience of both quantitative and qualitative research methods including usability testing, in-depth interviews, competitor reviews, surveys, information architecture and task analysis
- Essential: Good time-management skills and the ability to self-motivate
- Essential: Problem solving skills and decision-making abilities
- Essential: An understanding of data protection, privacy legislation and best practice
- Desirable: Knowledge of statistical programming languages such as R or Python
- Desirable: Experience undertaking in-person research by talking to museum and gallery users, and exploring motivation and satisfaction
- Desirable: Interest in art and awareness of UK art collections

Contract terms
- 0.5 FTE (2.5 days a week), with possibility of increase to full-time after 6 months
- Fixed-term post, for 12 months
- Salary £36,000 per annum pro rata
- Three-month probationary period
- One-month termination clause
- Work from home, anywhere in the UK

Benefits
- 25 days annual leave plus regional Bank Holidays (pro rata)
- Paid Christmas closure period (Christmas Day to New Year’s Day)
- Flexible working hours
- Workplace pension scheme
- Training and development opportunities
- Mental health and wellbeing support
- Above statutory paid sick leave
- Enhanced paid parental leave
- Option to work at our head office in Stoke-on-Trent, or at co-working spaces UK-wide

Application
Please visit our website to download the application form. To apply, please submit your completed application form to recruitment@artuk.org by 9am on Wednesday 10th January 2024. If you are experiencing issues downloading the document or require support in completing your form, please contact info@artuk.org. Forms must be sent in MS Word or a format compatible to MS Word. Please do not send PDFs. Applications sent as a PDF will not be accepted.

Interviews will be held via video call on Thursday 25th January 2024. If you have not heard from us within three weeks of the closing date, please consider your application unsuccessful.

As part of our commitment to Equality, Diversity and Inclusion please note that we redact some details from applications ahead of the shortlisting stage to ensure the removal of unconscious bias. Details that we redact include (but are not limited to) references to protected characteristics, names of educational institutions and indications of political affiliations.

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