Audience Understanding Consultant

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. We enable global audiences to learn about the UK's national art collection by digitising artworks, telling the stories behind the art and creating exciting opportunities for public interaction with art – both online and offline. Over 80% of the nation's art is not on public view, and until Art UK started its work much of this art had not been photographed. Our work is helping to radically change this, making what is publicly owned, publicly accessible – to anyone, anywhere. Originally focused on oil paintings, our scope has widened to include many mediums, from prints, drawings and watercolours to sculpture and photography.

We play a major role supporting public art collections by improving their accessibility and sustainability. Art UK currently shows over 300,000 artworks by some 55,000 artists. It is an ambitious collaboration between almost 3,500 institutions, making it one of the largest arts partnerships in the UK. No other country in the world has a resource like Art UK.

Art UK's Audiences – Getting to know them better

Art UK already has a reasonable understanding of its global audience, achieved through analysis of GA4 data and biennial audience surveys. However, given Art UK's unique position in bringing together the national collection of art onto one digital platform and the large global audience it has brought to this, the charity now wishes to take this understanding to a new level, enabling it to understand far better the motivations behind the different audiences that visit not only its web platform but also its other channels. This data will help Art UK to understand how it can improve its digital offerings, attract new audiences to its platforms and help develop fundraising propositions that appeal to its audiences. Its aim is to share this data with the wider sector through its network of Partner Collections.

Audience Understanding Consultancy Requirement

Art UK is looking for an experienced consultant to transform its understanding of its audiences. This work will primarily be focused on the web audience but will also extend to its social media channels. At the core of this work will be a digital audience segmentation exercise. This will allow us to meet audience needs, deliver more tailored messaging and content, and build stronger connections with our audiences. Our aim is use this research to build a robust and comprehensive audience development plan that will grow and diversify our audiences, support sustainable financial growth, increase commercial and other earned revenue opportunities and attract philanthropic support and sponsorship opportunities.

The consultant will be required to:

- Provide a summary of findings from previous research around online cultural audiences.
- Conduct a behavioural segmentation of users of the Art UK website. The resulting segmentation must be created using as standard a methodology as possible to enable useful comparisons with other visual arts and art museum online audiences. The comparison of our users versus the wider market segmentation for cultural online users, would be helpful.
- Develop, implement and analyse a survey of users of the Art UK site that utilises this audience segmentation, one that replaces Art UK's existing biannual audience survey. This survey will explore the motivations and attitudes of users and understand what they want from a national online collection. It will give the Art UK team greater understanding about how it might develop its content strategy and audience development plans.
- Enable Art UK to easily repeat this survey in full or in part in future.
- Support Art UK in the testing of content changes prompted by audience research and their effects on subsequent audience engagement.
- Help Art UK to understand how some user needs and behaviours are reflected in web analytics so we can track impacts of our work in GA4.
- Bring together the behavioural and survey segmentations to define digital audience personas for Art UK that paint a rich picture of our different types of users and their needs.
- Enable Art UK to understand better the motivations of its audience with regards to making donations to the charity, making purchases from the Shop and offering volunteer support.
- Given the large size of Art UK's overseas audience, provide particular insights to the Art UK team using the above methodologies on what these audiences in particular require of Art UK.
- Give Art UK a better picture of the users of social media channels and offer up strategies for closing the gap between the size of the web audience and the social media audience.
- Guide Art UK on implementing new processes that help us gather more information about our audiences (i.e. sign up to newsletter questions/sign up to account questions) and to advise what key metrics we should gather.
- Following the initial research period of roughly three months, the consultant will be required to provide continuing support for the following nine months, approximately one day per month.

The consultant must have:

- Considerable experience working closely with and understanding online cultural audiences and social media audiences
- Considerable experience applying techniques to segment a digital audience
- Experience defining and verifying audience personas
- Strong market research expertise

Proposal to Tender

The consultant's proposal to tender for this work should be no longer than five pages of text (not including a CV, which can also be attached).

The tender should include details of:

- A methodology explaining how the brief requirements will be delivered
- The relevant experience and competency possessed by the consultant and other personnel who will work on the project
- Previous experience relevant to this contract – examples of at least two specific projects should be cited giving reasons why this experience is relevant
- Two references from clients of similar work
- Information on the consultant's professional indemnity insurance

Payment Terms

The maximum budget for this work is £30,000 (+ VAT), inclusive of expenses.

Payment dates will be agreed with the appointed consultant or agency.

Tender Timetable and Contact Details

- **Submission deadline:** 27th September, email submissions to recruitment@artuk.org
- **Evaluation of tenders:** By 4th October
- **Interviews:** By 16th October
- **Notification of outcome:** By 23rd October
- **Contract awarded:** Soon after
- **Contract start date:** November 2024
- **Contract length:** Three months initially, then at least one day per month support for the following nine months