

Audience Research & Membership Administrator (Part Time , Fixed Term Contract)

Job description

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Background

For over a century the Whitechapel Gallery has premiered world-class artists from modern masters such as Pablo Picasso, Jackson Pollock, Mark Rothko, and Frida Kahlo to contemporaries such as Sophie Calle, Lucian Freud, Gilbert & George, and Mark Wallinger.

With beautiful galleries, exhibitions, artist commissions, collection displays, historic archives, education resources, inspiring art courses, dining room and bookshop, the Gallery is open all year round, so there is always something free to see.

The Gallery is a touchstone for contemporary art internationally, plays a central role in London's cultural landscape and is pivotal to the continued growth of the world's most vibrant contemporary art quarter.

Role

The Audience Research and Membership Administrator supports the work of the Audiences & Communications team.

The role is responsible for conducting weekly visitor exit surveys, accurately and efficiently compiling audience data each season, and liaising with The Audience Agency to ensure smooth processes are maintained and required sample sizes are met for statutory reporting to Arts Council England.

The role is also responsible for registering new Members who join at the front desk/phone each week onto the Gallery CRM system and responding to general enquiries received via the Members email inbox, ensuring that both are delivered in a timely way and with a focus on excellent customer service. Over 80% of Whitechapel Gallery Members are practicing artists based in London.

Accountability

The Audience Research and Membership Administrator is line managed by the Director of Audiences & Communications and is supported by the Marketing & Membership Officer.

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Duties and Responsibilities

Systems and Administration

- Liaise with the Director of Audiences & Communications and The Audience Agency to ensure smooth set up of seasonal visitor questionnaires on Whitechapel Gallery iPad, and conduct exit surveys each week at variable times using this to collate required sample sizes for accurate research reporting
- Liaise with Marketing & Membership Officer and Visitor Services Assistants to deliver a smooth welcome for all new Members who join each week at the Gallery in person at front desk or via phone
- Liaise with Marketing & Membership Officer to respond to all Members email enquiries in a timely fashion, ensuring excellent customer service and processes to support this are in place
- Any other tasks as agreed with the Director of Audiences & Communications and Marketing & Membership Officer.

Sales

- Promoting Membership Scheme, ensuring visitor services systems enable best possible environment for optimal membership uptake.

Other

- Adhering to the Whitechapel Gallery's Health and Safety policy and dress code
- Any other duties as directed by the Director of Audiences & Communications
- Attending relevant Training
- Represent Whitechapel Gallery at public events, meetings, and networking on behalf of the organisation

Personal Specification

Essential

- Strong, proven, customer care/service experience and skills
- Proven experience in conducting surveys and/or audience research for an agency or organisation
- Proven experience in working with membership data systems and schemes
- Strong, proven, organisational, communication (oral and written) and administrative skills
- Practical and hands on approach
- Able to respond using own initiative and a good team player
- Experience of working with the public and dealing with complaints
- Excellent computer skills with a high level of proficiency in databases, Excel, Word.

Desirable

- Interest in, and knowledge of, contemporary art
- Modern languages
- Further advanced IT skills including PowerPoint
- Experience of working operationally in a public building

Equality, Diversity & Inclusion

The Whitechapel Gallery is undertaking a major policy review to address systemic discrimination; and considering what part we can play in reforming the arts sector overall. We are auditing our programmes, our staff and our audiences to assess successes and failures and bring about reform and innovation. Our Action Plan is guided by staff, but also draws on the experience of external organisations dedicated to combating racial injustice and social inequality. We want our workforce to represent all sections of the community and expect all our workers to have a strong commitment to work with the Gallery in creating an equal, diverse and inclusive workplace. Our ambition is to reflect society and to create a diverse, inclusive and welcoming environment for all to experience art.

Conditions of Work

- Start date: End of November
- Fixed-Term contract: Until 31 March 2022
- Working hours/days: **3x 4hr shifts each week**
 - 1. Tuesday Days 12.00 – 16.00**
 - 2. Alternating Thursday Days 12.00 – 16.00 and Lates 16.00 – 20.00**
 - 3. Alternating Saturday/Sunday Days 12.00 – 16.00**
- Salary scale: £10.97 per hour (£12.28 including holiday pay)/£20,600 pro-rata
- Probation: 1 month
- The period of notice is 1 month in writing on either side
- Location: Whitechapel Gallery

In addition to your salary, the benefits you are eligible to receive, subject to availability, are:

- Discount from the Gallery bookshop (subject to availability)
- Discount from the Townsend Restaurant (subject to availability)
- Discounts on editions (one per edition) and publications (subject to availability)
- Access to Employee Assistance Programme