

Job description

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Audiences & Communications, Evaluation & Insights Manager

Fixed-term 12 months

Background

Whitechapel Gallery is the artists' gallery for everyone.

For over a century Whitechapel Gallery has engaged young and diverse audiences by premiering world-class artists from modern masters such as **Pablo Picasso**, **Frida Kahlo**, and **Hannah Höch** to contemporaries such as **Zarina Bhimji**, **William Kentridge** and **Cindy Sherman**.

With beautiful galleries, exhibitions, artist commissions, collection displays, historic archives, education resources, inspiring art courses, dining room and bookshop, the expanded 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 Evaluation & Insights Manager is responsible for providing Whitechapel Gallery teams with a clear and up to date understanding of audience experiences, motivations, barriers and behaviours and recommendations on how to reach them - ensuring that the Audiences & Communications team, and all at Whitechapel Gallery, have an accurate and useful picture of the Gallery's existing, potential, and new audiences – both online and in the Gallery. Co-ordinating all methods of audience research, and centralising analysis and insights, this key organisational role draws on the wide range of research tactics and opportunities to collaborate with external specialists available. Quantitative and qualitative reports are shared at departmental meetings, Senior Management Team meetings, and Trustees, and with the Gallery's statutory supporters.

Accountability

The Evaluation & Insights Manager reports to the Director of Audiences & Communications.

Overview of Duties and Responsibilities

- Create and manage best-practice guidelines, tracking, dashboards, and templates for Whitechapel Gallery to develop shared core audience objectives (ranging from financial, educational, and social to artistic) evaluation, analysis, and insights methodologies
- Work closely with colleagues to ensure these audience evaluation recommendations are consistently understood and supported
- Create and manage a seasonal and annual calendar of research and reporting, in collaboration with the Audiences & Communications team and wider departments
- Plan and deliver all in-house and commissioned audience evaluation projects, including managing Audience Finder, the relationship with The Audience Agency, and Culture Counts, any participatory research, online surveys, and online tracking of owned digital channels using Google Analytics and social media systems
- Attend relevant conferences and courses to keep up to date with the latest approaches to tracking audience impact and providing actionable insights, paying particular attention to opportunities for inclusive audience development
- Create and present weekly, monthly, and seasonal reports in an accessible and consistent way to secure the widest possible stakeholder engagement internally among staff and Trustees, and externally among financial supporters and partners
- Manage the audience evaluation and insights budget
- Represent the team and Gallery at internal and external events and meetings
- Support the team if needed in other areas, as requested by the Director of Audiences & Communications

Person Specification

Essential

- At least five years' experience of working in the cultural sector in an audience evaluation and insights focused role
- A comprehensive understanding of best practice audience evaluation and insights methodologies
- Experience of working with sensitive data, large data sets and adhering to data handling best practice
- Demonstrable experience of driving the dissemination of information to key stakeholders in a timely and engaging fashion, including the creation of regular reporting dashboards, presentations to staff teams and to external bodies such as funders.
- Results focused, solution-oriented with a proactive and positive approach, and excellent ability to prioritise and organise own work.
- Able to make judgement calls and firm decisions regarding the best use of all available resources and time effectively to deliver a quality programme of insight and analysis.

- Excellent interpersonal and communication skills (written and verbal, including creative and engaging presentation skills) and ability to work across different teams with very different skillsets and backgrounds.
- Proven analytical skills in working with both quantitative and qualitative data
- Self-awareness to balance the delivery of detailed, focused, and relevant analysis and reporting alongside communicating and presenting the information in appropriate and accessible ways to internal and external audiences/stakeholders
- Exceptional organisational and project management skills, with hands-on experience of managing schedules reliant on multiple internal and external stakeholder input
- A meticulous approach to detail, always ensuring consistent high standards
- Flexible at working under pressure to short deadlines, and planning in detail, to ensure opportunities are not lost
- IT literate and highly confident in relevant analysis and data systems such as excel, Google Analytics, social media audience analysis, email providers

Desirable

- BA in Audience Evaluation, Social Impact, or a related field
- Knowledge of contemporary art
- Awareness of the latest trends in audience evaluation for a cultural venue in the physical space, and online
- Familiarity with benchmarking and referencing Office of National Statistics sources

Equality, Diversity & Inclusion

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

- Fixed-Term, 12 months
- Hours of work: Full-time, 9:30am – 5:45pm, with one hour for lunch. Some evening work will be required, however time off in lieu will be offered
- Salary: from £30,000 gross per annum, depending on experience
- Probation period: 2 months
- The period of notice is 2 months in writing on either side

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

- 25 days annual holiday (pro rata for part-time staff)

- Option to join the Gallery's NEST pension scheme
- Discount from the Whitechapel Gallery bookshop
- Discount from the Townsend Restaurant
- Discounts on editions (one per edition) and publications (one per edition), depending on availability
- Training opportunities
- £200 annual travel grant (pro rata equivalent for part time staff)
- Access to the Employee Assistance Programme