

Data & Insights Specialist

Recruitment Pack

BAKERRICHARDS



Equipping cultural organisations & visitor attractions for success

The Baker Richards Employee Ownership Trust creates strategies to unlock commercial potential, fueling the artistic / curatorial and social mission of our clients.

We are proud to apply cutting-edge practice developed from working with more than 750 organisations, all around the world.

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BAKERRICHARDS

I. Introduction

Baker Richards helps cultural organisations and visitor attractions connect with audiences and grow earned income, enabling their artistic and social missions. We are proud to have worked with over 700 cultural and heritage organisations internationally.

About Baker Richards

Baker Richards was founded in 2003 and is governed by an employee ownership trust with no private shareholders. Based in Cambridge, UK but working around the world, we share a passion for the cultural sector and are committed to supporting it to thrive through software and consulting services.

Our areas of expertise include admissions pricing, segmentation, memberships, subscriptions and donations, sales forecasting and primary research.

Recent clients include Birmingham 2022 Commonwealth Games, the V&A in London and Dundee, UK Theatre and the Society of London Theatre, Donmar Warehouse, Eden Project, Festival d'Aix en Provence, Layered Reality, National Lottery Heritage Fund, Auckland Theatre Company, Yorkshire Sculpture Park, Sydney Dance Company, Castle Howard, MAC Belfast, and Teatro Stabile del Friuli Venezia Giulia (a full [client list](#) is available on our website).

We have a number of partnerships, including a close relationship with Jacobson Consulting Applications Inc based in the US and with Indigo and One Further as part of the Insights Alliance in the UK, and we are the joint developers of a data warehouse that powers a number of software applications.

Baker Richards has recently been announced as Data Partners to UK Theatre and the Society of London Theatre. We will be extending our existing Big Data Warehouse solution to create the UK Theatre Evidence Centre, analysing and reporting on UK-wide ticket sales and other data sources including open datasets and surveys.

Our reputation for high quality products and services, and for delivering a quantifiable return on investment, is the result of our guiding principles:

- We are driven by adding value and delivering a return on investment for our clients.
- We are passionate about quality standards, including methodological rigour and obsession with detail.
- We believe in continually challenging ourselves and encouraging intellectual curiosity to develop our products and services.
- We work in partnership with our clients, combining our experience and expertise with their organisational knowledge to test interpretation, exchange ideas and evaluate options.
- We act with integrity – delivering results and keeping our promises.

We are a small team, and everyone contributes to many different aspects of the company's work. We provide a stimulating, flexible and friendly environment, encouraging people to grow and develop their roles within the company, and give everyone the opportunity to be self-directed in their day-to-day tasks.

Many of the team work from home, or from our office which is at Orwell House in Cambridge, adjacent to the Business Park and 10-15 minutes' walk from Cambridge North railway station.

About You

This role could suit an experienced, data-driven individual who enjoys exploring systems and testing ideas with a high degree of autonomy.

Experience of SQL and/or DAX data languages is not essential, but eagerness to undertake training on or one or both to a workable level is important.

You will have a strong feel for the possibilities and limitations of data. The ability to think logically and systematically is a prerequisite, along with attention to detail.

The role requires using your initiative and taking responsibility to solve problems and deliver agreed outputs without compromising quality – strong communication skills are important. Prior experience directly relevant to the cultural sector would be advantageous but is not essential.

We're privileged to work with a wide range of data from the transactional to the attitudinal, including a number of prominent nationwide research and aggregation projects.

This role will be perfectly suited to someone interested not only in keeping our existing databases working well, but also in experimenting and exploring new solutions and possibilities – we don't expect you to know everything, but to be motivated by learning, discovery and problem-solving.

Role Specification

Reports to: Valentina De Sabata, Head of Data & Insights

Works with: SQL Developer, and wider team of Consultants, Researchers, Administrators

Main purpose: Lead the onboarding of venues into the UK Theatre Evidence Centre, working with organisations to set up data extractions. Lead on client success for the [Segmentation Engine](#), managing support requests. Assist with the rollout and development of [Advantage Dashboards](#). Maintain a working knowledge of the Revenue Management Application.

The holder of this post will work particularly closely with our Head of Data & Insights and SQL Developer. You will also work with external consultants. Mentoring and support may be available from our current Data Architect who is retiring.

Software

- Support and monitor extractions from client systems into the Big Data Warehouse (training will be provided), maintaining the quality of data at point of entry to the system.
- Lead on client onboarding for products and solutions.
- Manage and provide first-line support to users of Baker Richards' software products (training will be provided).
- Work with colleagues to extend our suite of Power BI reports and visualisations for bespoke client reporting and Advantage Dashboards.
- Liaise with Jacobson Consulting Applications on management and support of our shared data warehouse and products.
- Support new product development as required, including contributing to testing and QA.

Consulting

- Support extraction, transformation and analysis of box office data for Baker Richards consulting projects

- Train and Support research team in use of tools and develop customised reports as necessary

Other

- Participate as required in the general development of the company.

Although this provides a guide to duties, please be aware that, as we are a small company, a high degree of flexibility is required.

Person Specification

While learning opportunities will be provided, candidates invited to interview will have demonstrated the following essential skills, knowledge and experience:

- The ability to take responsibility for, and a lead role in delivering, outputs or projects under your own steam.
- An ability to think logically and systematically, with an ability to work through the implications and consequences of fixes or changes to code.
- Using initiative and taking responsibility to solve problems and deliver agreed outputs with alacrity without compromising quality.
- A feel for the possibilities and limitations of data.
- Impeccable and precise attention to detail.
- Evidence of strong organisational skills including self-starting, juggling multiple priorities, multi-tasking and meeting deadlines.
- The ability to maintain strong and effective communication with colleagues.

One or more of the following will be a significant advantage, but we do not expect any candidate to have all or any of these skills:

- Knowledge/experience of
 - Box office systems
 - SQL Databases
 - PowerBI (and/or DAX)
- Experience in a customer success role.
- An interest or experience in the cultural sector.

Essential Personal Attributes

- A belief in and passion for the work of Baker Richards.
- A systematic, logical thinker who enjoys problem solving, but with a pragmatic approach.
- An independent self-starter, happy to take responsibility with a 'can do' attitude and a willingness to 'muck-in'.
- An active listener, with the ability to interpret and respond to the needs of the consulting team.
- Enthusiasm and energy combined with a commitment to excellence.

Terms of Employment

We envisage this as a full-time role (40 hours per week), however we sincerely welcome applications from candidates looking for flexible working arrangements. We are willing to accommodate a high degree of flexibility for the right candidate.

Relocation to Cambridge is not necessary (although welcome), but it is anticipated that you will need to spend at least some time in our Cambridge office for training and meetings from time to time. Our office is easily accessible from the A14 or a 10-15 minutes' walk from Cambridge North station.

Remuneration & Terms

Baker Richards is part of an Employee Ownership Trust with no private shareholders, and elected employee representation on the main Board.

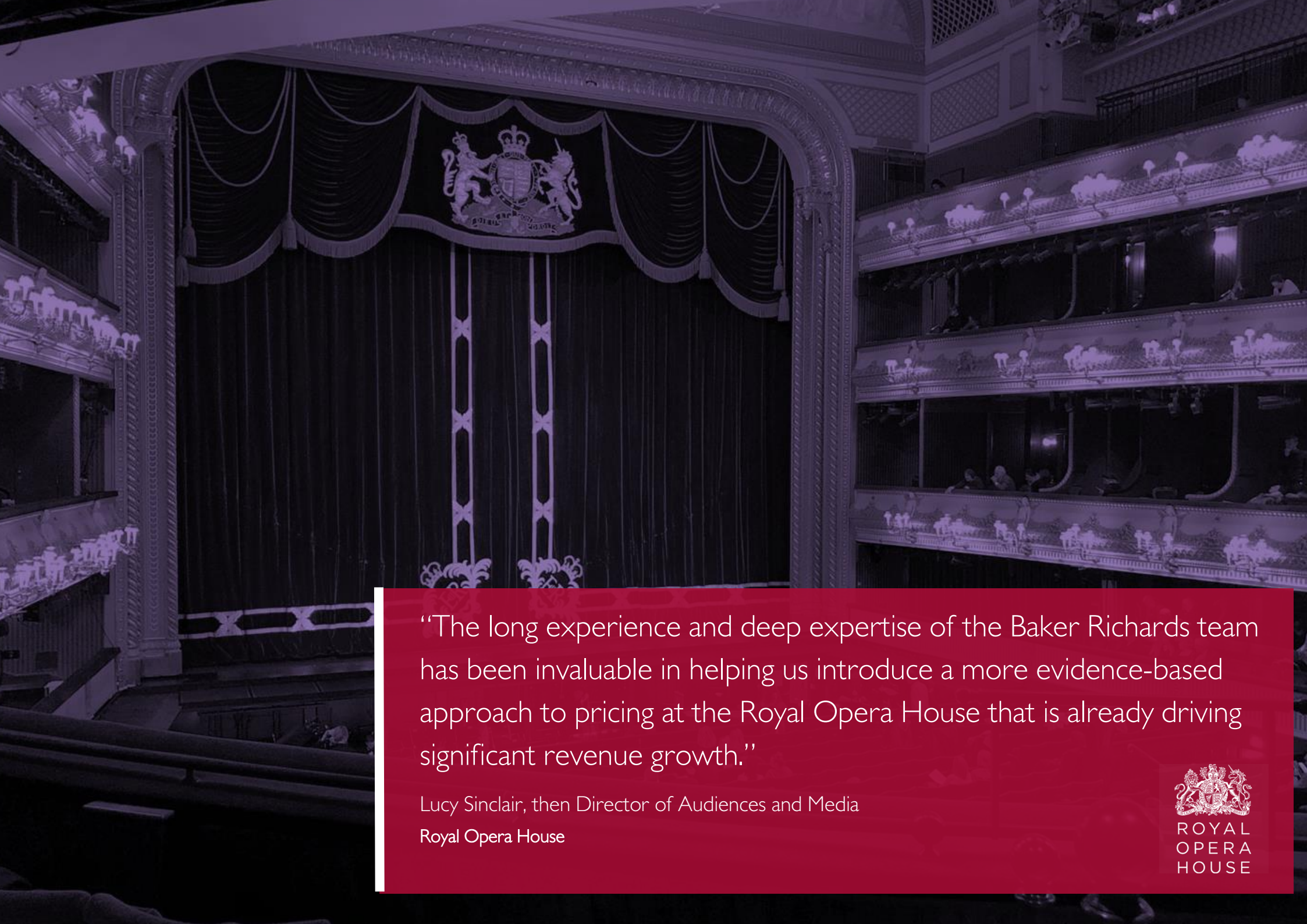
Salary: £32,000 - £34,000. From their second year of service staff become eligible to benefit from additional bonus payments related to the company's performance, which can be significant.

Contract duration: Permanent

Annual Leave: Paid annual holiday entitlement usually starts at 20 days per annum (pro rata) plus all statutory/public holidays (usually 8 days per year) plus a seasonal Christmas / New Year office closure at the company's discretion (where offered, this leave is transferable to Eid or other religious festivals). Holiday entitlement increases with length of service.

Pension: A NEST auto-enrolment occupational pension scheme is provided.

There is a six-month probationary period, with one months' notice of termination required from either party, rising to two months on conclusion of the probation period.



“The long experience and deep expertise of the Baker Richards team has been invaluable in helping us introduce a more evidence-based approach to pricing at the Royal Opera House that is already driving significant revenue growth.”

Lucy Sinclair, then Director of Audiences and Media
Royal Opera House



2. How to apply

If you would like a confidential conversation about the role, please email Robin Cantrill-Fenwick, Chief Executive – robin@baker-richards.com - to arrange a time for a telephone/online conversation.

If you decide to apply, the process is outlined below.

Your application should include:

- A copy of your CV.
- A completed Applicant Details Form: this can be downloaded from <http://www.baker-richards.com/careers/>
- An optional Covering Letter (maximum 2 pages, addressed to Robin Cantrill-Fenwick, CEO) which explains how your competencies and experience fit the job description and person specification.
- Although it is not a compulsory part of your application, we would be grateful if you would also return a completed Monitoring Form in order to help us monitor our recruitment practice: this can be downloaded from <http://www.baker-richards.com/careers/>. If you return the form with your application, we guarantee that it will be removed before your application is considered and that the details will be stored anonymously and the form itself will be deleted.
- Please apply by email c/o careers@baker-richards.com with the subject line “**Data and Insights Specialist**”. Please ensure that your attachments are in MS Word or PDF format.

- The final deadline for applications is 5pm on Wednesday 15 June 2022. We encourage you to apply earlier if you can, and we may interview early applicants ahead of the deadline. The vacancy won't be closed before the deadline - we don't want anyone to be disadvantaged, so please contact us if you have any question or concerns.
- The information you provide is used to assess your suitability for employment and we may use the contact details you provide to us to get in touch with you to progress your application for employment. For more information about how we process your Personal Data please see the privacy notice on our website – www.baker-richards.com

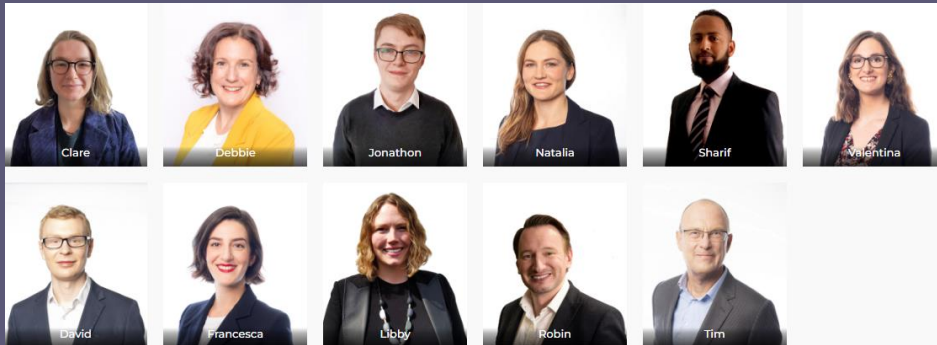


We engaged Baker Richards to implement a variable pricing strategy that influenced visitor behaviour, addressed capacity challenges and maintained accessibility. The quality of the analysis and their expertise stretched our ambition and gave us the confidence to fully implement their recommendations.”

Simon Addison, Heritage Business Manager
The Roman Baths, Bath

3. About Baker Richards

Baker Richards is a leading international consulting and software firm that aims to foster a thriving cultural sector by helping organisations achieve their commercial potential. Our areas of expertise include admissions pricing, affiliation and customer segmentation and we are extremely proud of the return on investment we deliver for clients. We are a team of consultants, researchers, developers and culture lovers based in Cambridge, UK.



We have now worked on over 750 projects, including for many of the world's leading cultural institutions and attractions. Visit www.baker-richards.com for a full client list as well as Insights published on key topics and case studies.

Clients include:

