



Research Assistant

Recruitment Pack & Job Description

BAKERRICHARDS

Equipping cultural organisations for a resilient and ambitious future

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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1. Introduction

Baker Richards helps cultural organisations and visitor attractions grow earned income, enabling their artistic and social missions. We are proud to have worked with over 750 cultural and heritage organisations internationally.

About Baker Richards

Baker Richards was founded in 2003 and in 2020 entered employee ownership. We are governed by an employee ownership trust with no private shareholders. Employees are consulted in strategic decisions and policies, and there is elected employee representation on our board. 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.

Clients include Birmingham Hippodrome, Chester Zoo, English Heritage, London Symphony Orchestra, Metropolitan Opera, National Theatre, Royal Academy of Arts, Royal Danish Theatre, Royal Opera House, Royal Shakespeare Company, Shakespeare's Globe, Sydney Opera House and

Zoological Society of London (a full [client list](#) is available on our website).

On behalf of the National Lottery Heritage Fund and together with Indigo, Baker Richards delivers the UK-wide research panel for decision makers in the heritage sector, UK Heritage Pulse. Baker Richards also delivers and manages a big data aggregation platform for UK Theatre and the Society of London Theatre, the Theatre Evidence Centre.

Our Guiding Principles

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

We are a small team, and everyone contributes in many different aspects of the company's work. Each individual is given lots of responsibility and the opportunity to be self-directed in their day-to-day tasks. We encourage people to grow and develop their roles within the company.

With staff home-working across the UK, the company is headquartered in Cambridge.

Proudly Employee-owned

Baker Richards has no private owners. Together with its editorially-independent sister company Arts Professional Media Ltd, we are managed by the Baker Richards Employee Ownership Trust.

Employee-ownership ensures that the companies are managed in the best interests of employees, and that employees are consulted on the major strategic decisions of the group. Our Board includes elected employee representatives. In profitable years, surpluses are distributed to employees in bonuses, and these can be significant.

As an employee ownership trust we individually, and the companies collectively, strive to act at all times with integrity and respect. Each employee is encouraged to assume responsibility for maximising our contribution to the company, for the benefit of present and future employees.



2. This Role

About You

We are looking for someone who has a belief in and passion for the work of Baker Richards and is highly numerate and a confident user of IT, with meticulous attention to detail. The role will appeal to someone who is highly self-motivated, committed and who relishes responsibility. The ability to think logically and systematically is also essential.

You will have excellent organisational skills, strong communication skills and will also demonstrate a willingness to be flexible and 'muck-in'.

We do not expect you to have prior experience of any of the specific tasks involved. If you are keen to learn and think you would enjoy developing data and research skills, then this role could be for you.

Role Specification

Main purpose: To undertake client project work and perform other delegated tasks.

Upon joining Baker Richards, you will embark on our research training programme. The highly specialised nature of our work means that initially you will spend a large part of your time learning and undertaking delegated work on projects for our clients.

There will be lots of supervision during this period and gradually, as your skills develop, you will be given more responsibility. Please note that the role will include a significant amount of work in Microsoft Excel and Microsoft PowerPoint, including data coding and analysis. You will also have the opportunity to attend client meetings.

You will undertake some delegated tasks on the admin side, although you will be given responsibility to plan and execute tasks in your own way. There is an opportunity to explore areas of interest and to develop professional knowledge and skills across a range of areas including administration and marketing, should you wish.

The post offers an insight into a range of arts organisations and the opportunity to learn more about the industry as a whole.

The post holder will report to Senior Consultant & Head of Research, Francesca Di Nuzzo.

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

In this role, you will be expected to

- Prepare data for analysis, including coding (e.g. identifying types of ticket discount or performance genre) in Excel and within the company's various software products.
- Undertake analysis of ticket sales and customer behaviour using a combination of Excel, PowerBI, SPSS and our software products
- Use online/telephone research to undertake client competitor analysis and background research for projects
- Assist with primary research, including online survey set-up and analysis as required
- Prepare charts and slides in PowerPoint
- Use predictive models to forecast demand and income
- Attend and participate in client meetings as appropriate
- Support the consulting team as required
- Participate as required in the general development of the company.

Person Specification

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

- Experience using Microsoft Excel (it is important to be aware that a significant amount of time will be spent working with programs like Excel).
- A high level of numeracy.
- An ability to define problems, collect and interpret data and draw valid conclusions to inform implications and strategy.
- An ability to think logically and systematically.
- Evidence of a commitment to excellence, delivering work to high quality standards with precise attention to detail.
- Excellent written and verbal communication skills.
- Strong organisational skills including juggling multiple priorities, meeting deadlines and working independently.
- You will be an articulate native or highly fluent English speaker, with excellent written and verbal communication skills.
- Interest in the cultural sector, either in the UK or elsewhere

One or more of the following would be advantageous, but we do not expect any candidate to have all of these skills:

- Some knowledge of or understanding of the UK cultural sector.
- Knowledge/experience using PowerBI, databases, box office systems, or similar.
- Experience or skills in research, data manipulation, data analysis or the presentation of data.
- Knowledge/experience of machine learning or artificial intelligence

Essential Personal Attributes

- A belief in and passion for the work of Baker Richards.
- An independent self-starter who relishes responsibility and uses initiative to solve problems.
- A confident professional with a 'can-do' attitude that inspires trust.
- A commitment to excellence, delivering work to high quality standards with precise attention to detail.
- Intelligent, with enthusiasm, energy and an eagerness to learn.

Terms of Employment

We envisage this as a full-time (40 hours per week) role. However, as an employer which supports flexible working, we are open to considering proposals e.g. for compressed hours or alternative patterns of working subject to these being sufficiently flexible to meet the requirements of the job.

We are a home-working company, though occasional travel is an essential requirement of this role. This will include meeting existing and potential clients and travel to conferences (mainly UK, but potentially some international). In some cases, this may mean travelling in the early morning, evening or at the weekend and occasionally staying away from home. A location with access to good transport links is therefore preferable.

You will also need to spend a few days during your initial training in our Cambridge office which is easily accessible from the A14 or a 10-15 minutes' walk from Cambridge North station (nb. Our future head office location is currently under review).

Remuneration & Terms

The starting salary for this role is £24,000.

From the second year of service staff become eligible to benefit from bonuses related to the company's performance, on top of basic salary.

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

Paid annual holiday entitlement starts at 20 days per annum plus all statutory/public holidays (usually 8 days per year), plus an additional day at new year and any Christmas office closure. Holiday entitlement increases with length of service.

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

Contract duration: Permanent

We encourage staff to engage with arts, culture and visitor attractions and provide financial support for ticket purchases.

Start date: We would like the successful candidate to start in March 2024, but there is a small amount of flexibility around start date for the right candidate.

Employees must be UK resident and eligible to work in the UK when commencing employment. This role does not meet the requirements for a Skilled Worker visa.

Baker Richards prides itself on being a flexible and compassionate employer – if you do not see information here which you would hope for when considering a role, please get in touch with Natalia Coe at careers@baker-richards.com to let us know



“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.”

Royal Opera House



3. How to apply

If you would like a confidential conversation about the role, please email Francesca Di Nuzzo – francesca.dinuzzo@baker-richards.com – to arrange a time for a telephone/online conversation with Francesca.

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

Your application should include:

- A Covering Letter (maximum 2 pages, addressed to Francesca Di Nuzzo) which explains how your competencies and experience fit the job description and person specification.
- A copy of your CV.
- A completed Applicant Details Form: this can be downloaded from <http://www.baker-richards.com/careers/>
- 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 “Research Assistant”. Please ensure that your attachments are in MS Word or PDF format.
- The deadline for applications is 9am on Monday 12th February 2024. Initial interviews will take place online Thursday 15th and Friday 16th February 2024.

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

4. 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. Founded in 2003, 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 working across the UK.



We have now worked on over 750 projects, including for many of the world's leading cultural institutions and attractions.

Clients include:

