

BAKERRICHARDS

Data into insight into potential

Research Assistant

Recruitment Pack & Job Description



Monday, July 21, 2025

© Baker Richards Consulting Ltd
Milton Hall, Ely Road, Milton,
Cambridge CB24 6WZ, United Kingdom
+44 (0)1223 318210

www.baker-richards.com

Registered in England and Wales
Company No. 04840675, VAT Reg No 750 9064 32

Contents

- 1. Introduction3
- 2. This Role..... 4
- 3. How to apply 9
- 4. About Baker Richards 11

1. Introduction

Transform raw data into strategic insights that shape the future of world-renowned cultural attractions. As a Research Assistant, you'll analyse data to help organisations like the National Theatre, V&A Museums, Malborne Symphony Orchestra, RZSL Edinburgh Zoo and the Metropolitan Opera to make data-driven decisions.

Baker Richards helps cultural organisations and visitor attractions to better understand and communicate with audiences, more thoroughly size and target their potential markets, and to grow earned income. Turning data into insight into potential in this way provides vital support to the organisations' social missions. We are proud to have worked with over 750 cultural and heritage organisations internationally.

About Baker Richards

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, market research and strategy.

Clients include Birmingham Hippodrome, Chester Zoo, the National Trust, Royal Horticultural Society, Metropolitan Opera, National Theatre,

Brooklyn Academy of Music, Royal Danish Theatre, Royal Opera House, Royal Shakespeare Company, Royal Swedish Opera, Southbank Centre and Zoological Society of London (a full [client list](#) is available on our website).

On behalf of the National Lottery Heritage Fund, Baker Richards delivers the UK-wide research panel for decision makers in the heritage sector, UK Heritage Pulse. We also provide data aggregation 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.

2. This Role

About You

Are you passionate about uncovering insights hidden in data? Do you want to apply cutting-edge analytics to real-world challenges? We're seeking curious minds who thrive on turning numbers into compelling narratives.

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. This role is suitable for those looking to take the first steps in a career in data, arts and culture, either in early career or as part of a career change.

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 of both projects and the company, 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 Head of Research, Francesca Di Nuzzo who is currently on maternity leave. In the interim, the post-holder will report to Senior Consultant Libby Papakyriacou, and Associate Director Consulting, Sarah Horner.

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, and SPSS.
- Familiarise yourself with data products built and used by Baker Richards, including segmentation, dashboards and analytics 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.
- Perform administrative tasks supporting the consulting team, and/or under the direction of the Company Administrator & Financial Controller

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

Technical skills you will develop in the role

- Advanced Excel
- Analytics and data manipulation
- Working with PowerBI dashboards and visuals
- SPSS statistical analysis
- Survey design construction and analysis

There may also be opportunities to work with Machine Learning and predictive modelling.

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 £26,000

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 25 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.

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 as soon as possible 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 – 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 Sarah Horner) which explains how your competencies and experience fit the job description and person specification.

 **Help us to get to know you!** The covering letter is important when creating our interview shortlist. It's an opportunity for the interview panel, who may become your colleagues for many years, to be introduced to you. Since AI-generated letters can't capture your unique experience, we encourage you to write yours personally.

- 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 Tuesday 26 August. Initial interviews will take place online in the week commencing Monday 1 September.

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

How we work

We are a small team that genuinely delivers big results for our clients and the sectors in which we work – our clients place great trust in our work.

Everyone contributes to 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, as part of a fully remote team. We encourage people to grow and develop their roles within the company – we always try to support people in advancing their own skills, as well as agreeing development priorities together.

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.



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. [You can meet the team here.](#)

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

Clients include:

