



JOB DETAILS

Post title: Research Executive

Reporting to: Associate Director

Deadline for applications: 9am 20 August 2024

ABOUT INDIGO

Our purpose is to equip the cultural sector to make meaningful change by better understanding and connecting with audiences. We know that everyone benefits when arts and cultural organisations bring the audience voice into their decision making..

Indigo is a small but rapidly growing consultancy and insight company. We provide audience insight, research, evaluation, strategy and consultancy for individual organisations and the sector as a whole.

We pride ourselves on our commitment to and knowledge of the cultural sector. Most of the team have previously worked in cultural organisations and we are in regular contact with many cultural organisations through conferences and webinars, as well as working with them directly as clients.

Although our trading address is in Birmingham, we have no office and our small team live in different locations across the UK, working remotely. We meet up regularly in person for team meetings and socials.

Our values are Excellence, Creativity, Openness and Collaboration.

OUR WORK

There are three main strands to our work:

Large-scale sector-wide projects - These projects are usually with a funding body or umbrella organisation as our client, for example our recent work as [Lead Evaluator for the Birmingham 2022 Festival](#)

Organisation-specific consultancy - We work directly with cultural organisations across the UK on a range of projects. These include bespoke audience research, creating audience development and marketing strategies and supporting organisations with the selection of new ticketing or CRM systems.

Indigo-led research - These are products and services which we develop ourselves in response to needs we have identified, and include our [Covid research](#) and [Indigo Share](#). Indigo Share includes sector-wide research through our Hot Topics, like [Act Green](#) and



[Tomorrow's Audience](#), as well as Indigo Share Subscription, a post-visit survey with benchmarked results for arts organisations in the UK and beyond.

An award-winning team

We have won a number of awards for our work, including winning Gold for 'Outstanding Leadership' and Silver for 'Best Pivot or Reinvention' at the Covid Response Awards 2022, winning the 'Insights and Analytics' category at the Ticketing Business Awards 2022 and being finalists in the British Data Awards 2024.

Find out more: indigo-ltd.com

JOB PURPOSE

Research Executive

This post requires an enthusiastic and proactive marketing, research or insight professional who would like to join the Indigo team to help us deliver a wide range of projects, working with individual arts organisations and on our Indigo-led and sector-wide programmes.

As a member of our small team, working remotely, you will work closely and collaboratively with the rest of the team to ensure that all our projects are delivered to a high standard, that our work is relevant, timely and useful, and that we continue to push boundaries in the sector.

We are looking for someone who knows how the cultural sector works and would like to develop their broad range of skills across audience-driven projects. We think this role would suit you if you're someone who is curious about what makes people tick, you're comfortable working with data and spreadsheets and you enjoy talking to people and building relationships.

MAIN DUTIES & RESPONSIBILITIES

There are four key areas of responsibility for this role:

- 1. Project delivery**
- 2. Research**
- 3. Insight and communications**
- 4. Support and administration**

Project delivery

- **Leading project workstreams** - Leading on project workstreams across a wide range of projects under the direction of the Project Lead (Associate Directors or CEO); confidently communicating with multiple project stakeholders.



- **Collaborative working with project team** - Contributing to project meetings, putting together presentations and writing reports; feeding in creative ideas where required for research, audience strategies, branding and communications.

Research

- **Desk research** - Undertaking structured desk research on cultural organisations we work with for example by looking at their current artistic programme and marketing strategies or understanding their local market through competitor analysis or consulting online published data including census data.
- **Quantitative research** - Designing and building surveys in our survey software and creating collection links; liaising with clients to ensure surveys are distributed and response rates are maximised.
- **Qualitative research** - Helping deliver qualitative research projects, by scheduling interviews, observing and note-taking during interviews or carrying out short interviews (after training).
- **Data analysis** - Preparing survey data for analysis by checking and exporting it into other systems; undertaking simple analysis such as aggregating and comparing the data to understand differences; analysing other quantitative data such as ticket sales reports or census data.
- **Visualisation** - Creating graphs and charts in Excel or PowerPoint to interpret data and communicate findings; developing and creating innovative ways of visualising research data using Miro, PowerBI or other tools (training is available).

Insight and communications

- **Crafting the narrative** - Providing context and implications of research results; putting together presentations or reports which explain the results of any research.
- **Presenting results** - Attending client sessions alongside the Project Lead to present results.
- **Content creation** - Creating and publishing content for a variety of different audiences based on research findings including reports, website blog posts, social media graphics and headline summaries; writing template emails for organisations to send to audiences; communicating directly with survey panels.
- **Supporting the delivery of webinars** - Managing the sign up processes, sending reminders, coordinating with speakers and running the webinar platform.

Support and administration

- **Project administration** - Ensuring projects run smoothly by assisting with arranging meetings, taking notes if required, circulating actions and following up with clients and internally; using a range of systems and software, and ensuring project folders are well organised and up to date.
- **Indigo product support** - Supporting Indigo Share programmes and future Indigo products by managing client relationships and providing efficient administration of survey links, troubleshooting or other tasks.
- **Business administration** - As part of our small team, support the development and growth of Indigo, capitalising on your strengths and interests.



Review arrangements

This job information cannot be all encompassing. It is inevitable over time that the emphasis of the job will change without changing the general character of the job or the level of duties and responsibilities entailed. This information may be periodically reviewed, revised and updated in consultation with the post holder to reflect appropriate changes.

SKILLS, EXPERIENCE AND QUALIFICATIONS

We're looking for someone who can be a great fit in our growing team. We think this person is likely to have the following skills and experience:

Essential

- Ability to work at pace on varied and complex projects, processing lots of information quickly.
- Confident 'operating in beta'. For us, this means being comfortable when things are not completely clear at the outset and still being able to take the next step in the process.
- Excellent organisational skills, attention to detail and an ability to work thoroughly and systematically.
- Exemplary written and verbal communication skills with the ability to listen well and build great relationships internally and externally.
- An ability to 'tell the story' with data, interpreting results to help turn insight into action.
- A confident user of standard IT software, including Microsoft Excel and PowerPoint, to analyse, interpret and present data.
- A willingness to learn new systems and software, undertaking relevant training.
- An approachable, professional attitude and a willingness to ask for help where necessary.
- Self-motivated and comfortable working alone in a remote-working structure.
- A strong interest in working in arts and cultural administration.

Desirable

- Experience of working in a cultural organisation or sector support organisation.
- A good understanding of the cultural sector and the challenges currently facing organisations within it.
- Experience of using survey software.
- Experience of using data visualisation software.
- Marketing experience including creating content for social media or websites and organising webinars or events

JOB TERMS

Salary: circa £26,000 pa

We want to meet people who are interested in working with Indigo to support our



projects and continued growth, so we're open to discussions about the salary, or with freelancers who may be interested in combining this with other roles.

Hours: 37.5 hours per week

We think ideally this would be a full-time role but we would be very happy to have a conversation about flexible working patterns or part-time / freelance options.

Location: Remote working within the UK, although you would be required to travel to monthly team meetings in Birmingham as well as occasional in-person client meetings (travel expenses would be covered).

Training opportunities: We will provide training on all our internal systems, and work with you to assess any additional training needs which are specific to this job role. As an employee of Indigo, you will have membership (through our corporate membership) of the Arts Marketing Association, with access to related online training, networking events and resources. We can also provide career support and mentoring and networking opportunities within the sector.

HOW TO APPLY

To apply, please send your CV and a covering letter addressed to Katy Raines, CEO, (info@indigo-ltd.com) with the subject line 'Research Executive'.

Your covering letter should be no more than two sides of A4 and should outline your relevant skills and experience, why you are applying for this role and what you hope to gain from it.

The deadline for applications is 9am on Tuesday 20 August 2024, and we plan to hold interviews in two rounds in early September. The first of these rounds will be online and the second will be in person.

Thank you for your interest and we look forward to hearing from you.

If you have any questions about the role or your application, please feel free to get in touch with Kerry, Flo or Katy (info@indigo-ltd.com) and we would be happy to have an informal chat.