



indigo

Award-winning audience specialists

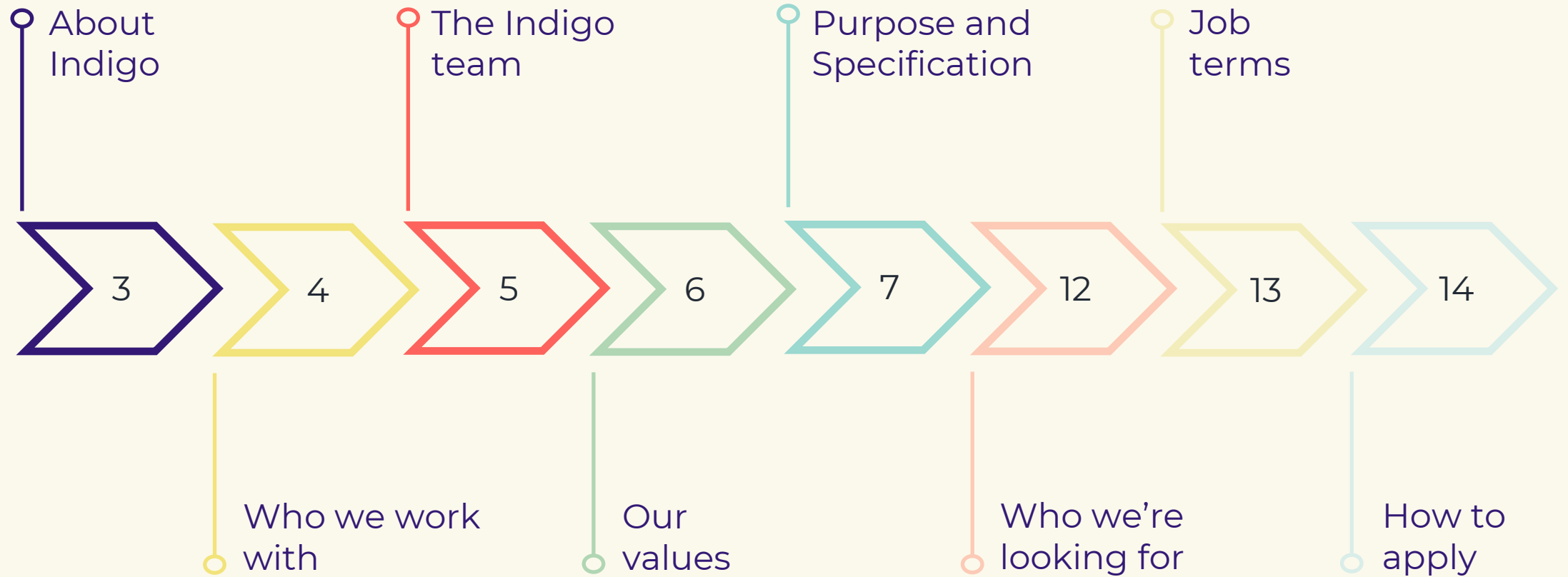
Research Executive
Recruitment Pack and Job Description

Date: 22 December 2025

www.indigo-ltd.com



Contents



About Indigo

Our purpose is to equip creative and cultural businesses to thrive by putting the voice of the audience at the centre of their decision-making.

Indigo is a small but rapidly growing consultancy and insight company. We provide audience insight, research, evaluation 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.

Our work has been recognised with a number of [sector awards and nominations](#), including winning Best Collaboration at the Midlands Marketing Awards, Gold for 'Outstanding Leadership' and Silver for 'Best Pivot or Reinvention' at the Covid Response Awards, and winning the 'Insights and Analytics' category at the Ticketing Business Awards.

There are three main strands to our work:

Large-scale sector-wide projects These projects are often with a funding body or umbrella organisation as our client, for example our 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 to develop impactful CRM strategies.

Indigo Share This is our suite of collaborative research products and services. Our flagship post-visit survey, Indigo Share Subscription, is used across the UK and Ireland; our Indigo Share Hot Topics look at sector-wide issues; and Indigo Share Discover helps organisations use our Audience Panel of 16k people to answer critical questions quickly.



Who we work with



The Indigo team

Our award-winning team consists of marketing, insight, research and audience development specialists with a passion for arts and culture.



Katy Raines
CEO



Jacob Barns
Consultant



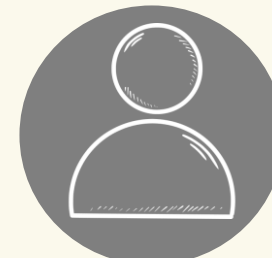
Anastasia Starikova
Research and Data Executive



Flo Carr
Associate Director



Laura-Jane Taylor
Consultant



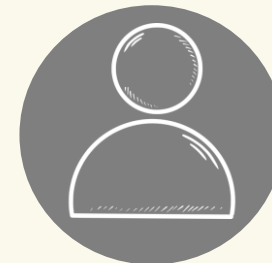
Recruiting
Research Executive



Kerry Radden
Associate Director



Helen Wintle
Consultant



Recruiting
Marketing & Admin Assistant

Our values



Excellence

We have high standards and always want to exceed clients' expectations.



Creativity

We are inventive and innovative, finding new ways to tackle problems.



Openness

We are honest with each other and with clients, building trusting relationships. We are open about our mistakes and are always learning.



Collaboration

We value and actively seek one another's input into our own work. We see ourselves as an extension of the client's team and help the sector work together as we know the whole is greater than the sum of its parts

A photograph of a museum gallery with a high, vaulted ceiling featuring a large, ornate skylight. The walls are lined with numerous framed paintings. Several people are visible in the foreground and background, some standing and looking at the art, others sitting on a bench. The floor is made of large, light-colored tiles.

Research Executive

Purpose and specification

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. We currently need someone with strong numeric skills for mainly quantitative research, for which we mostly use Excel.

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 work is delivered to a high standard and that everyone's work runs smoothly and efficiently. We're a team that works at pace and communicates actively.

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 curious what makes people tick, you're at home working with data, have great Excel skills, and you enjoy lots of variety in your work.

There are four key areas of responsibility for this role:

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

The following 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.

Research Executive

Project delivery

Leading project workstreams

Leading on project workstreams across a wide range of projects under the direction of the Project Lead (usually one of our Consultants, Associate Directors or our CEO)

Confidently communicating with multiple project stakeholders.

Collaborative working with project team

Contributing to project meetings, putting together presentations and writing reports; feeding in ideas where required for research, audience strategies, branding and communications.

Research Executive

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 such as census data.

Quantitative research

Designing and building surveys in our survey software, becoming an internal expert in the system (we use Question Pro).

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 Excel, tidying and cleaning the data.

Undertaking analysis such as aggregating and comparing data to understand differences.

Analysing other quantitative data such as ticket sales reports or census data..

We use Excel for almost all analysis, so good Excel skills are crucial for this role, and you'll need to enjoy working with numbers.

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, Canva or other tools (training is available).

Some understanding of AI and its role in research is helpful. We use a range of AI tools to assist quantitative and qualitative analysis and visualisation, but always with human oversight, so this cannot replace solid numerical and Excel skills.

Research Executive

Insight & Communicating

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 and headline summaries.
Writing template emails for organisations to send to audiences.
Communicating directly with survey panels.

Research Executive

Support & 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.

Who we're looking for

We're looking for someone who can be a great fit with our team and values. 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.
- A confident user of standard IT software, including Microsoft Excel and PowerPoint, to analyse, interpret and present data.
- 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 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, but keen to communicate regularly.
- 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.

Job terms



c.£28,000 p/a + company bonus*

Pro rata for part-time

Permanent

*Subject to completion of probationary period; discretionary based on company performance



37.5 hours per week

Ideally this would be a full-time role

We would be very happy to have a conversation about flexible working patterns



Remote working within the UK

Travel for quarterly team meetings in Birmingham (at your own cost)

Occasional travel for in-person client meetings (travel expenses covered)

This role reports to one of our Consultants and we encourage you to have occasional face-to-face time with your line manager

UK based applicants only. You must have the right to work in the UK.



We will provide internal training on all our internal systems, and work with you to assess any additional training needs which are specific to this job role.

We require all staff to undertake Carbon Literacy training within their first few months.

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

Please send the following to recruitment@indigo-ltd.com as **two separate PDF or Word attachments**:

1. Cover letter

Your cover letter should tell us why you're interested in the job and highlight your relevant experience and how that meets our Essential – and, where possible, Desirable – criteria.

2. CV

Your CV should give us your employment history to date, listing main duties or achievements; your academic qualifications; and any additional skills or qualifications you have. Please include **two references** we can contact if we offer you the role.

Deadline

6pm on 15 January 2026

Get in touch

If you have any questions or would like a conversation about the role, please contact recruitment@indigo-ltd.com

Thank you