Together we make it V&A

All venues, V&A East focus
Audience Research Officer

V&A

Reports to	Senior Manager, Audience Research and Insight
Department	Marketing
Line Management	No direct reports
Principal Location	V&A East, South Kensington
Hours	36
Salary	£25k - £28k
Contract	Fixed Term until September 2026

Who we are

The V&A is a family of museums dedicated to the **power of creativity.** Our mission is to **champion design and creativity** in all its forms, advance cultural knowledge, and inspire makers, creators and innovators everywhere. We share a 5,000-year-old story of creativity through **exhibitions, events, educational programmes, digital experiences, conservation, research,** and an ever-evolving national collection of over 2.8m objects spanning **every creative discipline.**

The Audience Insight team sits within the Marketing Department. The Audience Insight team builds understanding of who engages with V&A venues and activities to ensure that visitors are at the centre of the Museum's decision-making, particularly around programming and future strategy.

Context

This role will support the Audience Research & Insight team to monitor, analyse and report on the visitor numbers, demographics and experience of visitors to our sites and exhibitions. They will mainly be responsible for the reporting of data relating to the two new East sites – V&A East Museum and V&A East Storehouse – and will support the delivery of work related to our increasing temporary exhibition programme. The role is a mixed methodological role that works with quantitative data sources (such as visitor numbers and survey data), but may also collect and work with qualitative data, depending on the needs of the organisation (approximately 60/40 split).

They will also work closely with internal stakeholders across departments including Marketing, Interpretation, Exhibitions, Curatorial and Visitor Experience to understand their research and data needs and provide actionable insight to inform decision-making. Working alongside the Visitor Research Manager, Audience Researcher and Audience Analyst, this role will build a well-rounded view of audiences across all sites through coordinating research and sharing results. They will be expected to present insights in appropriate formats and timeframes to enable teams to integrate them into their planning and projects.

About the role

This role works closely with the Audience Research and Insight team to design and execute research projects from data collection to analysis and reporting.

1. Working closely with the Curatorial, Interpretation, Exhibitions and Marketing teams at V&A East to conduct audience research and evaluation which meets the needs of the projects, internal stakeholders and funders

2. Write reports that clearly and succinctly outline the findings, recommendations and methods used

3. Regularly monitor, analyse and present data relating to our visitor numbers and ticket sales to inform the summative evaluations of our temporary exhibitions as well as operational decision-making and tracking progress against our KPIs

4. Use a wide range of quantitative and qualitative audience research methods, including observations, focus groups, surveys and interviews to deepen our understanding of audiences and offers as required

5. Work with the Audience Research and Insight team to provide other teams with actionable insight about the V&A's audiences, their needs and their behaviours

6. Advocate for the needs, wants and expectations of the audiences to help the Museum make evidence-based decisions that are audience led

What we're looking for

Core experience includes:

- Planning and conducting front-end / formative / summative research and evaluation, ideally in a museum or other learning context, as part of work or study.

- Using qualitative and quantitative research methods, such as observations, interviews, focus groups, surveys, desk-based research etc. as part of work or study.

- Working with and advocating for audiences, such as families, teachers, students, independent adults and/or those with access needs.

- Demonstrable ability to manage large volumes of numerical data, including the ability to set up and maintain spreadsheets and dashboards.

- Demonstrable ability to synthesize and present insights in a usable manner for a range of different audiences, including senior stakeholders

Core skills include:

- Demonstrable ability to analyse quantitative data to draw conclusions and generate actionable insight.

- Evidence of strong team working as well as the ability to work independently.

- Excellent standard of written English and highly numerate with the ability to carry out complex numerical analysis

- Experience of communicating clearly, with the ability to adapt your communication style for different groups

- Experiences of using MS Office, particularly Excel, and other relevant IT systems to an intermediate / advanced level

- Proven ability to manage a high workload and multiple priorities whilst meeting deadlines

What we're looking for

Desirable skills include:

- Experience of conducting audience research and evaluation in cultural or visitor attraction venues as part of work or study

- Experience using Microsoft Power BI, or a similar platform such as Tableau

- Experience using Snap Surveys, or related survey software

Behaviours include:

- Respects others' expertise, time, perspectives and contribution.

- Takes responsibility for delivering on actions, achieving high-standards and learning from mistakes

- Open to change, new ideas and suggestions; looks for opportunities for improvement and self-development

- Works with others outside their own department in a collaborative, understanding and engaging way

- Shares our Values of Sustainability, Equity, Creativity, Collaboration & Generosity

Why work here

We strive to integrate **equality, diversity, and inclusion** consistently and naturally into all our activities.

We are proud to be an **open, tolerant, and diverse** organisation. We want to do more to welcome a broader audience and develop a more diverse workforce.

The V&A values are **Equity, Sustainability, Generosity, Collaboration and Creativity.**

Disability Confident
We are committed to guaranteeing an interview for applicants who declare they have a disability and meet the minimum criteria for the role.
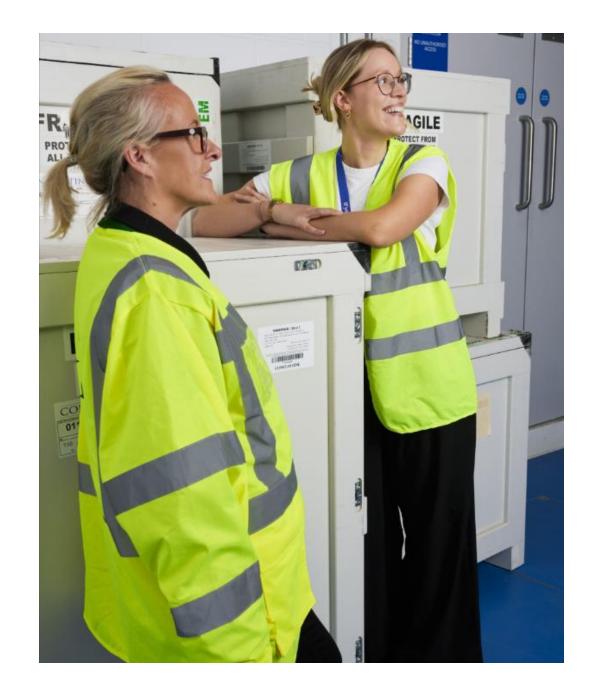
disability confident
EMPLOYER

What we offer you

We want to support you and your well-being throughout your employment journey, so we provide a competitive range of benefits such as:

- **29** days of holiday plus public holidays each year (pro-rata if you work part time)

- Competitive defined contribution pension scheme offering up to 10% contribution from the V&A

- Life Assurance of 4x your annual salary

- Family-friendly policies (for example, enhanced maternity and parental leave, paid carers leave)

- Interest free loans for your travel to work and rental deposits

- Cycle to work scheme

- Exclusive access to My V&A Benefits – an app bringing together all your V&A Benefits, retail discounts and wellbeing benefits on the go!

- Employee Assistance Programme – free and confidential services to support your wellbeing

- Complimentary tickets to V&A exhibitions for you, your friends or family

- 25% discount in all our V&A shops and on site cafés

- Free entrance to many other major museums and exhibitions

What next

Apply here   Vacancies at the V&A · V&A
Application Deadline   29 August 2025

We operate anonymous shortlisting at the V&A. This means that the manager cannot see your name, contact information, or equality data when shortlisting your application.

We are a Disability Confident Employer offering guaranteed interviews to those who declare their disability and meet the job criteria under the Disability Confident Scheme.

Interview/Assessment days   24th September 2025
Potential Start Date   w/c 20 October 2025

Any Questions?

Contact our Recruitment team at careers@vam.ac.uk

Thank you

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