

# Data Architect

Recruitment Pack

**BAKERRICHARDS**



# Equipping cultural organisations & visitor attractions for commercial success

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 700 organisations, all around the world.

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# I. 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 700 cultural and heritage organisations internationally.**

## About Baker Richards

Baker Richards was founded in 2003 and in 2020 entered employee ownership, governed by an employee ownership trust. Based in Cambridge, UK but working around the world, 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.

Recent clients include BFI, Edinburgh International Festival, English Heritage, London Symphony Orchestra, Metropolitan Opera, National Theatre, Royal Academy of Arts, Royal Danish Theatre, Royal Opera House, Royal Shakespeare Company, San Francisco Museum of Modern Art and Sydney Opera House (a full [client list](#) is available on our website).

We have a number of partnerships, including a close relationship with Jacobson Consulting Applications Inc, based in the US and we are the joint developers of a data warehouse that powers a number of software applications.

Our reputation for high quality products and services, and for delivering a quantifiable return on investment, is the result of our guiding principles:

- We are driven by adding value and delivering a return on investment for our clients.

- We are passionate about quality standards, including methodological rigour and obsession with detail.
- We believe in continually challenging ourselves and encouraging intellectual curiosity to develop our products and services.
- We work in partnership with our clients, combining our experience and expertise with their organisational knowledge to test interpretation, exchange ideas and evaluate options.
- 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 are a small team, and everyone contributes to many different aspects of the company's work. We provide a stimulating, flexible and friendly environment, encouraging people to grow and develop their roles within the company, and give everyone the opportunity to be self-directed in their day-to-day tasks.

When not working from our respective homes, we are based in Orwell House in Cambridge, adjacent to the Business Park and 10-15 minutes' walk from Cambridge North railway station.

## About You

This role could suit an experienced, data-driven individual with a background as a data architect, data engineer, data analyst or database administrator. Some practical SQL server experience is a prerequisite, but we would welcome applications from anyone who feels that they meet the person specification and could fulfil the role with appropriate training, regardless of the nature/direction of your career to date. You will have a strong feel for the possibilities and limitations

of data. The ability to think logically and systematically is a prerequisite, along with meticulous attention to detail. The role requires using your initiative and taking responsibility to solve problems and deliver agreed outputs with alacrity without compromising quality – strong communication skills are also essential. Prior experience directly relevant to the cultural sector would be advantageous but is not essential.

## Role Specification

Main purpose: Understand, extract, transform and load data from a wide range of source systems and write complex queries to create outputs to support the consulting team, and to develop, manage, support and maintain data systems.

This is a new position, working with the company's existing Data Architect. The highly specialised nature of our work means that initially there will be a heavy emphasis on training and learning. During this time, you will be undertaking delegated tasks (e.g. writing SQL to deliver agreed specifications or performing data loads), while developing your understanding of our products and systems to begin to take responsibility for work under your own steam or for individual projects.

The holder of this post will work particularly closely with our existing Data Architect and Data Analyst as well as the consulting team.

The post holder will report to the Deputy CEO, David Reece.

### Software

- Develop and support Core and Application ETL and data manipulation for the Arts Engine Platform (an MS SQL Server based big data warehouse)

- Database Administration of US and European based MS SQL Server Warehouses. Responsible for database Backup and Recovery, Sizing, Security, Performance Monitoring and Tuning.
- SQL server development to support Customisations within the Segmentation Engine
- Coordinate with System Administrator (US-based colleague) to develop security and backup strategies for data.
- Support the Development Environment in conjunction with the System Administrator
- Support new product development as required, including contributing to testing and QA.
- Deliver second-line software support as required.

### Consulting

- Support extraction, transformation and manipulation of box office data for Baker Richards consulting projects
- Train and Support research team in use of tools and develop customised reports as necessary

### Other

- Participate as required in the general development of the company.

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

## Person Specification

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

- Practical experience in and enthusiasm for MS SQL Server, SSIS and/or SSRS, preferably in a development and/or administration context. (Note: we are interested in receiving applications from candidates with expertise in other architectures and products).
- The ability to take responsibility for, and a lead role in delivering, outputs or projects under your own steam.
- An ability to think logically and systematically, with an ability to work through the implications and consequences of fixes or changes to code.
- Using initiative and taking responsibility to solve problems and deliver agreed outputs with alacrity without compromising quality.
- A feel for the possibilities and limitations of data.
- Impeccable and precise attention to detail.
- Evidence of strong organisational skills including self-starting, juggling multiple priorities, multi-tasking and meeting deadlines.
- The ability to maintain strong and effective communication with colleagues.

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

- Knowledge/experience of: box office systems, databases, PowerBI, Sisense, TFS, VBA, Visual Studio, Windows Management.

- Experience of establishing system requirements, analysing and designing systems and/or databases.
- Experience of systems admin or systems support.
- Experience of data migration.
- Experience of C#, ASP.NET or other web development.
- An interest or experience in the cultural sector.

### Essential Personal Attributes

- A belief in and passion for the work of Baker Richards.
- A systematic, logical thinker who enjoys problem solving, but with a pragmatic approach.
- An independent self-starter, happy to take responsibility with a 'can do' attitude and a willingness to 'muck-in'.
- An active listener, with the ability to interpret and respond to the needs of the consulting team.
- Enthusiasm and energy combined with a commitment to excellence.

## Terms of Employment

We envisage this initially as a 0.6 FTE role (24 hours per week) and we sincerely welcome applications from candidates looking for flexible working arrangements. We are willing to accommodate a high degree of flexibility for the right candidate.

We are also open to applications from individuals seeking full-time employment, including proposals for compressed hours or other flexible working, subject to a minimum of 24 hours per week.

Relocation to Cambridge is not necessary (although welcome), but it is anticipated that you will need to spend at least some time in our Cambridge office for training and meetings from time to time. Our office is easily accessible from the A14 or a 10-15 minutes' walk from Cambridge North station.

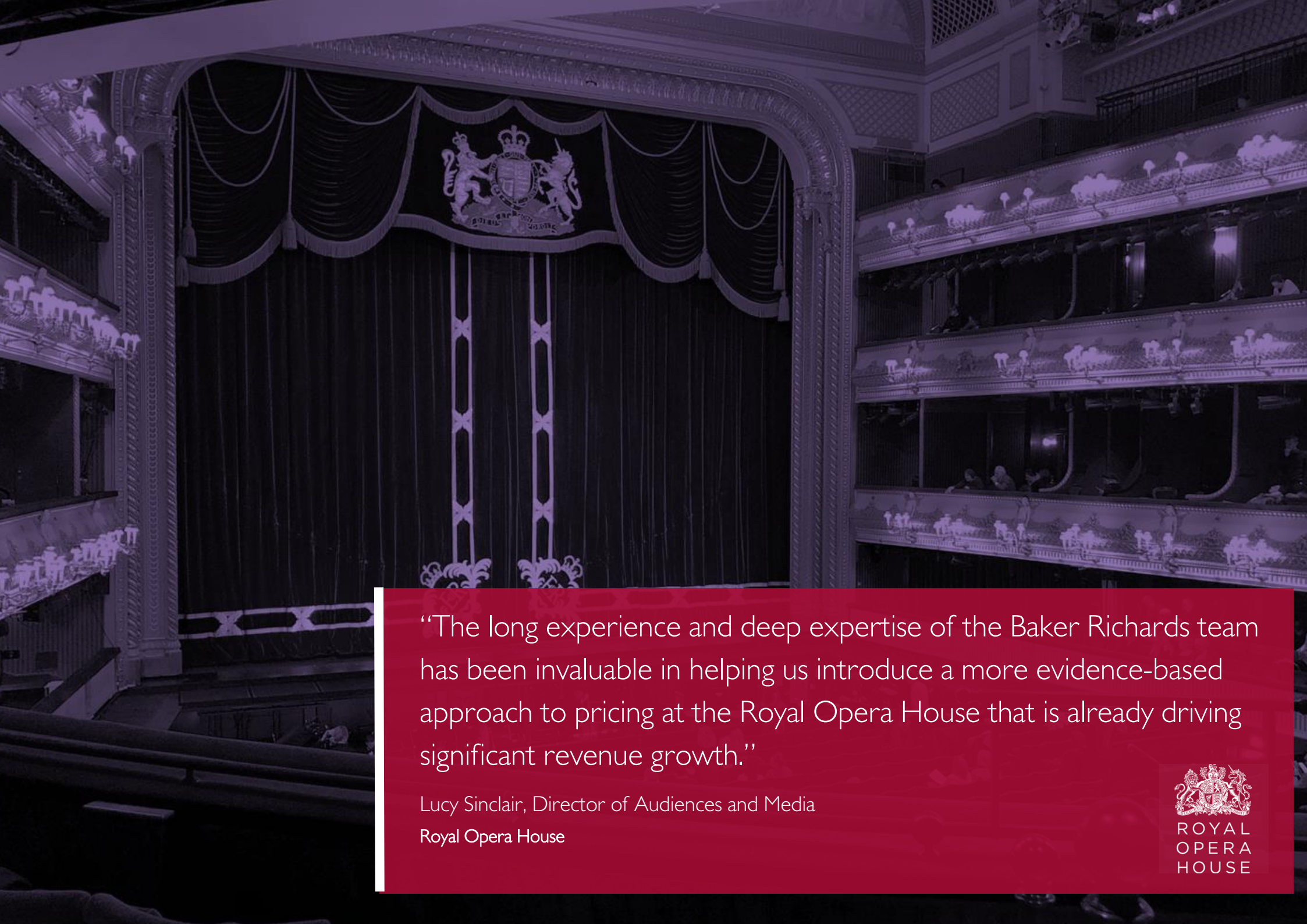
### Remuneration & Terms

The salary for the role is subject to experience. Please include details of your current or most recent salary on the applicant details form. Note that, as an employee ownership trust, from their second year of service staff become eligible to benefit from bonuses related to the company's performance.

We hate it when people don't show the salary too – but as we're open to applications from candidates looking for flexibility, or who would learn a lot from our existing team, or who may be ready to hit the ground running, the salary for this role is genuinely not set in stone. We'd be happy to have an informal conversation about your remuneration expectations (see below).

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 (pro rata) plus all statutory/public holidays (usually 8 days per year) plus any Christmas office closure at the company's discretion. Holiday entitlement increases with length of service.





“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.”

Lucy Sinclair, Director of Audiences and Media  
Royal Opera House





## 2. How to apply

If you would like a confidential conversation about the role, please email Robin Cantrill-Fenwick, Chief Executive – [robin@baker-richards.com](mailto:robin@baker-richards.com) - to arrange a time for a telephone/online conversation.

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

Your application should include:

- A Covering Letter (maximum 2 pages, addressed to Robin Cantrill-Fenwick, CEO) 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](mailto:careers@baker-richards.com) with the subject line "Data Architect". Please ensure that your attachments are in MS Word or PDF format.

- The deadline for applications is 1pm on Monday 22 November. Initial interviews will take place in week commencing 29 November.
- 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](http://www.baker-richards.com)



We engaged Baker Richards to implement a variable pricing strategy that influenced visitor behaviour, addressed capacity challenges and maintained accessibility. The quality of the analysis and their expertise stretched our ambition and gave us the confidence to fully implement their recommendations.”

Simon Addison, Heritage Business Manager  
The Roman Baths, Bath

THE  
ROMAN  
BATHS  
BATH

### 3. 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. 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 based in Cambridge, UK.



We have now worked on over 700 projects, including for many of the world's leading cultural institutions and attractions. Visit [www.baker-richards.com](http://www.baker-richards.com) for a full client list as well as Insights published on key topics and case studies.

Clients include:



GLYNDEBOURNE



Royal Academy of Arts



SOUTHBANK CENTRE



The Metropolitan Opera

eden project

