

# Research & Support Assistant Recruitment Pack

**BAKER**RICHARDS



# 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.

This role may work across our group of two companies – Baker Richards, and our editorially independent sister company [Arts Professional](#).

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 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

We are looking for someone who has a belief in and passion for the work of Baker Richards who 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. 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.

This is a new position and 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, 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 the Deputy CEO, David Reece.

## Consulting & Research

- 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.
- 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 research team as required.

## Support & Other

- Provide first line support for the company's software products to users e.g. logging queries, responding with FAQs, processing website registrations and assistance in creating help site material.
- Assist with general admin tasks for Baker Richards and Arts Professional, including supporting Baker Richards' Company Administrator & Financial Controller and Arts Professional's Business Manager as required.
- 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 will be provided, candidates invited to interview will have demonstrated the following essential skills, knowledge and experience:

- A confident user of IT (it is important to be aware that a significant amount of time will be spent working with programs like Microsoft Excel).
- 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.

- A high level of numeracy.
- Strong organisational skills including juggling multiple priorities, meeting deadlines and working with minimal supervision.
- Some personal or work experience in managing projects and/or people.
- You will be an articulate native or highly fluent English speaker, with excellent written and verbal communication skills.
- An interest in the cultural sector.

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

- Knowledge/experience using Excel, databases, box office systems, or similar.
- Some previous experience of administration e.g. working in an office environment.
- Experience or skills in research, data manipulation, data analysis or the presentation of data.
- Some knowledge of or understanding of the cultural sector.
- A full driving licence.

## 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 permanent, full-time position (40 hours per week). 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.

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. 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 £21,000. Salaries are reviewed annually as a minimum. 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.

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 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.

Ideally we would like the successful candidate to start in late January 2022, but there is flexibility around start date for the right candidate.



The background image shows the interior of the Royal Opera House, featuring ornate architectural details, tiered balconies with decorative railings, and a large stage with a dark curtain. A red overlay covers the right side of the image, containing text and the Royal Opera House logo.

“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 David Reece, Deputy CEO – [david@baker-richards.com](mailto:david@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:

- The deadline for applications is 1pm on Monday 22nd November. Initial interviews will take place in the week commencing 29<sup>th</sup> 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)

- A Covering Letter (maximum 2 pages, addressed to David Reece, Deputy 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 “Research & Support Assistant”. Please ensure that your attachments are in MS Word or PDF format.



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



National  
Theatre

Royal  
Academy  
of Arts



SF MO  
MA

SOUTHBANK  
CENTRE



The Met  
ropolitan  
Opera

eden project

