



Job description

Job title	Data Officer
Department	Audience Insights
Contract	Permanent
Salary	£33,500 per annum
Hours	Full time, 36 hours per week
Location	Tate Britain, Millbank, London
Reporting to	Data Analyst

Background

Tate's vision is to serve as artistically adventurous and culturally inclusive art museums for the UK and the world. We deliver this through activities in our four galleries across the UK (Tate Liverpool, Tate St Ives, Tate Britain and Tate Modern), our digital platforms and collaborations with our national and international partners. At the heart of Tate is our collection of art, which includes British art from the 16th century to the present day, and international modern art from 1900 to the present day.

You can find further information about Tate on our website: www.tate.org.uk

About the role

The Data Officer's role is to support the Audience Insights team by ensuring Tate has high-quality customer, membership, audience research and digital data to underpin reporting, analysis and decision-making across the organisation. The role is responsible for maintaining robust data foundations, producing regular reports and dashboards, and supporting membership products, marketing and communications campaigns. By ensuring Tate's data is accurate, reliable and well managed, the role enables high-quality insight and more advanced analysis across the organisation.

About your team

Audience Insights is a small team based in the Audience Division within Tate, where we work closely alongside teams such as membership, marketing, and ticketing. As a team, we are responsible for reporting, data analysis and audience research and are focused on understanding everything about our visitors and potential visitors. We use a wealth of data sources to provide information, inspiration, and strategic guidance across Tate, from catering to curatorial, enabling Tate to fulfil both its mission and vision.

What you will gain

Motivated and skilled people are key to our continued success, and we want everyone at Tate to have the opportunity to develop and thrive. In this team, you will be encouraged to contribute your ideas, learn new data handling skills, learn new data tools and how to provide insightful contributions to the organisation.

What you will do

- Ensure Data quality management where possible across a range of data sets (ticketing data, attendance data, visitor insight data and digital data). Detecting anomalies, duplicates, and inconsistencies before reporting.
- Produce business-critical KPI reports and dashboard updates, ensuring they are delivered accurately, on time and in a user-friendly format that meets stakeholder needs.
- Work with digital data sources to support reporting on website and online user behaviour.
- Support other key areas of the business with ad hoc queries, regarding attendance data, performance of paid exhibitions, performance of Tate Membership & Tate Collective, website analytics and audience research insights.
- Produce campaign datasets as agreed for all membership CRM and mail outs, e.g., renewal/reminder campaigns, magazine mail out, private view cards, Tate Etc magazines, etc. and forward to relevant subcontracted fulfilment houses.
- Provide market research datasets for conducting online surveys or recruitment for market research purposes.
- Produce and maintain clear documentation and user guides for datasets, reports, and processes, enabling both the team and wider Tate colleagues to understand and use data outputs effectively.
- Ensure GDPR and data protection legislation is adhered to at all times.

What you will bring to the team

- Enthusiastic about reporting and data with a proactive and motivated approach and a natural curiosity and interest in data
- Highly numerate with meticulous attention to detail, ensuring that work is quality assured effectively.
- Relevant experience using Advanced Excel for data manipulation e.g. for exhibition performance monitoring.
- Experience of establishing effective collaborative relationships with internal and external stakeholders, and comfortable collaborating and working with non-data savvy colleagues to achieve Tate objectives
- Experience of BI tools, such as Power BI, Tableau etc.
- Experience producing datasets for CRM & mailing purposes, working with database applications & CRM tools.
- Familiarity with digital analytics tools such as Google Analytics and Looker Studio would be advantageous.
- Some knowledge of coding languages such as SQL, Python would be helpful.

The requirements listed here are guidelines, not hard and fast rules. You don't have to satisfy every requirement, and we welcome candidates who bring transferable skills. Applying gives you the opportunity to be considered.

Tate for all

Diversity and Inclusion

Our jobs are like our galleries, open to all.

Our aim is to become a truly inclusive organisation with a workforce and audience as diverse as the communities we serve. This is fundamental to Tate's future success and our ability to continue to contribute to culture and society in the UK.

We want our workforce to be more representative of all sections of society at all levels in the organisation. The range of perspectives and experience diversity brings is an asset to our organisation and we want to create an inclusive, welcoming environment for visitors, artists and all those who work at Tate. Tate expects all employees to contribute to this aim as part of their role. More information about diversity and inclusion at Tate can be found on our [website](#).

Our Values

- **Open:** we're welcoming, generous-spirited and inquisitive, with an open-source attitude that thrives on collaboration.
- **Bold:** we have the courage of our convictions, we're willing to take imaginative risks: we aren't afraid of failure - so long as we learn from it.
- **Rigorous:** we'll win people's trust if we're accountable for our actions and excellence underpins everything we do.
- **Kind:** we value and respect each other, our partners, and our visitors, striving to make every encounter memorable and enriching.

Benefits

- Birthdays off each year
- 25 days leave per year, rising to 27 (pro rata for part time colleagues).
- A pension scheme with generous employer contributions.
- Life Assurance and Income Protection for DC scheme members.
- Interest-free Season Ticket Loan.
- Cycle to Work scheme – enabling you to buy a bike in a tax efficient way, for travelling to and from work.
- Rental deposit scheme – an interest free advance to help towards the cost of a deposit for privately rented accommodation
- Subsidised staff catering arrangements and discounts in the Tate Restaurants and Cafes.
- Access to Tate Benefits which offers access to discounts in high street stores.
- Access to a 24/7 Employee Assistance Programme to support you with any work, personal or family issues. This includes telephone-based support, as well as comprehensive online resources.

- Free entry to paying exhibitions at Tate Galleries. Opportunities for family and friends to visit the major exhibitions out-of-hours.
- Discounts on items purchased in the Tate shops.
- Free access to a number of other galleries and museums throughout the UK on production of a valid staff pass.
- Free access to other galleries and museums abroad through the International Council of Museums (ICOM) membership

Safer Recruitment

Tate is committed to providing a safe environment for all those who work at Tate and all those who come into contact with Tate as visitors to the galleries, as participants in Tate activities, and online. The safe recruitment of all those who undertake work on behalf of Tate is the first step to ensuring that we are fulfilling this commitment.

All positions at Tate are offered subject to the following conditions:

- Receipt of satisfactory references covering the last 3 years of your employment or education.
- Health clearance
- A satisfactory Disclosure Check.
- Proof that you are legally entitled to work in the UK

You can find out more information about our pre-employment checks and what they mean for you in our 'Guidance Notes for Applicants' document.

How to apply

Our opportunities are open for you to apply online. Please visit:

www.tate.org.uk/about/workingattate/ to create an account by registering your details or, if you are an existing user, log into your account.

For all opportunities we ask candidates to complete an online application form for the vacancy they are interested in. If you need an application form in an alternative format, please call us on 020 7887 4997. Once you have submitted your application you can keep track of its progress by logging into your account.

The closing date for the submission of completed application forms is Tuesday, 21 July by midnight. First round interviews will be held from 5 August.

