



Job description

Job Title	Head of Audience Insights
Department	Audience Insights
Contract	Permanent
Salary	£65,000 per annum
Hours	Full-time, 36 hours per week
Location	Tate Britain, Millbank, London
Reporting to	Director of Audiences & Innovation
Responsible for	Lead Audience Analyst Audience Insight Manager

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 the national collection of British art from the 16th century to the present day, and international modern and contemporary art from 1900 to the present day, spanning all continents. We seek to expand access to the collection and deepen understanding of art in all its diversity.

Tate is a leading global institution, and we influence critical thinking about art practice. Tate is committed to maintaining free entry for audiences to our collections. We see access to art for everyone as a universal human right and we see our galleries as sites of creative learning. We want to champion the importance of making art and encourage people to explore the many ways in which art is created and develop their own creative potential.

We want to welcome audiences that better reflect the towns and cities in our nation and attract a diverse international public. Our reach is already powerful. We intend to increase its impact across society, with art that resonates around the world.

Everyone who works at Tate has a role to play in achieving these goals. We offer exciting work built around our love for art, and have a strong commitment to equality, diversity and inclusion, with the aim to have our workforce and audience as diverse as the communities we serve. And everything we do is only possible thanks to our fantastic colleagues, who really know their stuff, support each other and want to do the best for our audiences.

We hope you will consider joining our team.

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

About the role

A world-renowned art gallery group is looking for a dynamic Head of Audience Insights to lead a team of researchers and analysts to surface the trends and insights that will drive future success for the organisation.

We are on a mission to make art available to all through our exhibitions, our collections, our programme and our buildings and seek a candidate who wants to help connect audiences to our aims at scale.

About your team

The Tate Audience Insights Team has a wide-ranging remit within the organisation to help surface and communicate the insights that drive organisational decision making into the future.

It plays a key role within the Audiences division of maximising the impact from a range of touchpoints from our sector leading membership programmes, our digital products, our marketing output and beyond.

The team also works closely with teams outside of the division informing the data and insight gathering that is required in a breadth of areas from Learning, Visitor Experience, sector wide data sharing and new product development to name a few.

The team encompasses skills in data analytics as well as consumer research and through cross team working we look to flow the outputs from both to inform how wider teams can better make decisions in their respective areas.

We surface the 'golden nuggets' that can sometimes be lost in the noise and deliver them in a way that empowers positive change. We also have fun doing it.

What you will gain

Joining the Tate Audience Insight Team means stepping into a genuine opportunity to lead the thinking in a world leading art institution. The brand carries real weight, opening doors to exceptional workstreams both inside and outside the organisation driving historic thought leadership in the sector

You will lead a recently restructured area to help integrate the functions of Data Analytics, Digital Insights and Audience Research to create a truly hybrid team. This role has the ability to inform decision making with Heads and Directors to create meaningful, long-term change.

You will also work in an environment underpinned by a dedication to sharing the national art collective with the broadest audiences, working in tandem with world leading academics and practitioners in their fields.

What you will do (Main Duties and Responsibilities)

- Define and lead the museum's audience insights strategy, integrating research and data analytics into a single, coherent function that informs decision-making at every level of the organisation.
- Commission, design, and deliver qualitative research — including in-gallery observation, interviews, focus groups, and co-design sessions to better understand visitor motivations, barriers, and responses to the museum's programme.
- Lead ongoing quantitative research programmes including visitor surveys, membership scheme surveys and audience segmentation maintaining robust datasets that allow reliable trend analysis over time.
- Work with key internal and external stakeholders to ensure robust data gathering across the Tate estate including ticket & membership data, sales, attendance as well as wider landscape data sets that inform internal decision making
- Work in partnership with colleagues across Membership, Marketing and Digital to develop analysis of audience behaviour across channels to help develop and refine strategies to inform growth planning, product development and campaign performance.
- Design and maintain dashboards and insight reports for senior leadership, trustees, and funding bodies, translating complex data into clear, compelling, and actionable narratives.
- Work with wider Tate divisions to inform insight planning, helping to connect audiences with our core art and learning programme be they new or returning visitors
- Use data modelling and trend analysis to forecast future visitation, identify emerging audience opportunities, and provide early warning of declining engagement across key segments.
- Build and manage an internal insights team, commission and oversee external research agencies, and champion evidence-based thinking across the institution.
- Lead the Audience Insights team to ensure that reporting and datasets are accurately produced, delivered to agreed timeframes and within existing staffing compliment
- Work in concert with the broader cultural sector to help develop sector-wide insights for national and international audiences and demonstrate thought leadership with peer institutions

Commented [MT1]: Could we add a point about ensuring the team meet deliverables and deadlines eg:
Lead the Audience Insights team to ensure that reporting and datasets are accurately produced to agreed timelines.

Commented [CC2]: Wondering whether a nod to the wider context sets the ambition for the role?

Commented [MT3R2]: Agree it could help us attract the right talent

What you will bring to the team

- Significant experience in a hybrid audience insights and data analysis role, preferably within the cultural, heritage, or creative sectors and a track record of success
- Proven ability to design, commission, and deliver both qualitative and quantitative research programmes, from brief through to clear recommendation, at pace and to a high standard.
- Demonstrable experience working with complex, multi-source datasets including ticketing systems, CRM platforms, and web analytics tools, with the confidence to interrogate and challenge data.
- Strong analytical capability and hands-on experience with tools such as GA4, Power BI, Microsoft Fabric or equivalent and the ability to build reporting frameworks

- Experience leading or significantly developing a team, with the ability to coach colleagues at varying levels of data and research literacy and build a collaborative team culture.
- Outstanding communication skills with the ability to translate complex findings into compelling narratives that influence senior decision-makers and non-specialist audiences alike.
- Experience working across a complex organisation, building effective relationships with wider colleagues to embed insight into their work.
- Sound knowledge of GDPR, research ethics, and data governance best practice, with a commitment to conducting research that is inclusive, ethical, and representative.
- The strategic vision to build and grow an insights function, combined with the operational hands-on capability to deliver high-quality work in a complex, multi-stakeholder environment.
- A genuine passion for art and connecting the widest possible audiences with the national collection

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.

Employee 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
- 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 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 5th July by midnight. Interviews will be held on 16th & 17th July

Where vacancies attract large volumes of applicants, we reserve the right to close this vacancy early. Therefore, if you are interested, please try to submit your application as early as possible.

