BAKERRICHARDS



Baker Richards
Research Assistant
Recruitment Pack and Job Description

Our ethos

We believe a sound financial footing makes creative and social impact possible. For our clients, unstable finances jeopardise everything.

Our goal is to equip cultural organisations and visitor attractions for an ambitious future.

We do this by providing data analysis, market research, segmentation, software, training and strategy to deepen audience engagement and grow earned income.

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Introduction

Turn raw data into strategic insights that shape the future of world-renowned cultural organisations and visitor attractions.

As a Research Assistant, you'll analyse data that helps organisations such as the National Theatre, the National Trust, New York Philharmonic, London Zoo and the Metropolitan Opera make evidence-based decisions.

Baker Richards helps cultural organisations and visitor attractions understand and communicate with their audiences, size and target their potential markets, and grow earned income.

About us

We are a leading international consulting and software firm, founded in 2003. We have worked with over 800 cultural and heritage organisations around the world, and we share a passion for helping the cultural sector thrive.

Our areas of expertise include:

- Admissions pricing and segmentation
- Memberships, subscriptions and donations
- Sales forecasting and market research
- Strategy

On behalf of the National Lottery Heritage Fund, we deliver UK Heritage Pulse, the UK-wide research panel for decision makers in the heritage sector. We also run the Theatre Evidence Centre, which aggregates data for UK Theatre and the Society of London Theatre.

Our clients include Birmingham Hippodrome, Chester Zoo, the Royal Horticultural Society, English National Ballet, the National Theatre, Brooklyn Academy of Music, the Royal Danish Theatre, the Royal Ballet and Opera, the Royal Shakespeare Company, the Royal Swedish Opera, Southbank Centre and Wellcome Collection.

Our guiding principles

Value

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

Quality

We are passionate about high standards, including methodological rigour and an obsession with detail.

Curiosity

We keep challenging ourselves and encourage intellectual curiosity as we develop our products and services.

Partnership

We combine our expertise with our clients' knowledge of their own organisations to test interpretations, exchange ideas and weigh up options.

Integrity

We deliver results and keep our promises.

How we work

A small team with big results

Our clients place great trust in our work. Everyone contributes to many areas of the company, with real responsibility and the freedom to manage their own day-to-day work as part of a fully remote team. We encourage people to grow their roles, and we agree development priorities together.

Proudly employee-owned

Baker Richards has no private owners. Together with our editorially independent sister company, Arts Professional Media Ltd, we are managed by the Baker Richards Employee Ownership Trust.

This means the companies are run in the best interests of employees, who are consulted on major strategic decisions. Our Board includes elected employee representatives, and in profitable years surpluses are shared with employees as bonuses, which can be significant.

Proudly employee owned.

About you

We're looking for curious people who enjoy applying analytics to real-world challenges and turning numbers into compelling stories.

You'll be highly numerate and a confident user of IT, with meticulous attention to detail. You'll think logically and systematically, relish responsibility and be happy to muck in wherever you're needed. Strong organisational and communication skills are essential.

You don't need experience of any of the specific tasks involved. This role suits people taking their first steps into a career in data, arts and culture, whether early in their career or as part of a career change.

If you're keen to learn and would enjoy developing data and research skills, we'd love to hear from you.

Ways of working

The role involves a significant amount of work in Microsoft Excel and PowerPoint, including data coding and analysis.

You'll also take on some administrative tasks for projects and for the company, with the freedom to plan and carry them out your own way. If you're interested, there's scope to build skills in other areas such as administration and marketing.

Reporting

You'll report to Associate Director, Consulting

Role specification

Main purpose: to undertake client project work and perform other delegated tasks.

Training and development

When you join, you'll begin our research training programme. Our work is highly specialised, so at first you'll spend much of your time learning and working on delegated tasks for client projects, with plenty of supervision along the way. As your skills grow, so will your responsibility.

You'll have the chance to attend client meetings and to gain an insight into a wide range of arts organisations and the industry as a whole.

Skills you'll develop

- Advanced Excel
- Analytics and data manipulation
- Power BI dashboards and visuals
- SPSS statistical analysis
- Survey design and analysis

There may also be opportunities to work with machine learning and predictive modelling.

What you'll do

As a small company we need everyone to be flexible, so please treat this as a guide to the role.

Data preparation

Prepare and code data for analysis, such as classifying ticket discounts or performance genres, in Excel and our software products.

Analysis

Analyse ticket sales and customer behaviour using Excel, Power BI, SPSS, Q Research, and use predictive models to forecast demand and income.

Research

Carry out online and desk research for competitor analysis and project background, and help set up and analyse online surveys.

Our products

Get to know the data products we build and use, including segmentation, dashboards and analytics tools.

Presentation and clients

Prepare charts and slides in PowerPoint, and attend and contribute to client meetings.

Team and company

Support the consulting team, contribute to the development of the company, and carry out administrative tasks, including for the Company Administrator and Financial Controller.

Person specification: skills and experience

Training will be provided. Candidates invited to interview will have shown evidence of the essential criteria below.

Essential

- Experience of using Microsoft Excel, which you'll use for much of your time
- A high level of numeracy
- The ability to define problems, collect and interpret data, and draw sound conclusions to inform strategy
- Logical and systematic thinking
- A commitment to high-quality work, with precise attention to detail
- Excellent written and spoken English, as a native or highly fluent speaker
- Strong organisational skills, including juggling priorities, meeting deadlines and working independently
- An interest in the cultural sector, in the UK or elsewhere

Advantageous

We don't expect any candidate to have all of these.

- Knowledge of the UK cultural sector
- Experience of Power BI, databases, box office systems or similar
- Experience of research, data manipulation, data analysis or presenting data
- Knowledge or experience of machine learning or artificial intelligence

Personal attributes



We're looking for someone with

- 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, with precise attention to detail
- Intelligence, enthusiasm, energy and an eagerness to learn

Working arrangements and terms

We pride ourselves on being a flexible and compassionate employer. If there's anything you'd hope to see here, please contact Natalia Coe at careers@baker-richards.com.

Hours

Full time, 40 hours per week. We support flexible working and are happy to consider proposals such as compressed hours, provided they meet the needs of the role.

Location

We are a home-working company. Occasional travel is an essential part of the role, including meetings with clients and conferences, mainly in the UK with some international travel possible. This may mean early morning, evening or weekend travel and occasional overnight stays, so good transport links are helpful.

Training

Initial training will be delivered remotely. We will arrange an opportunity for you to meet colleagues early in your appointment.

Salary

£29,500 starting salary

Bonus

From your second year, you'll be eligible for bonuses linked to company performance

Contract

Permanent

Probation

Six months

Notice period

One month from either party, rising to two months at the conclusion of the probationary period

Holiday

25 days a year, plus bank holidays (usually eight), Scottish new year bank holiday, and any Christmas office closure

Pension

NEST auto-enrolment workplace pension

Culture

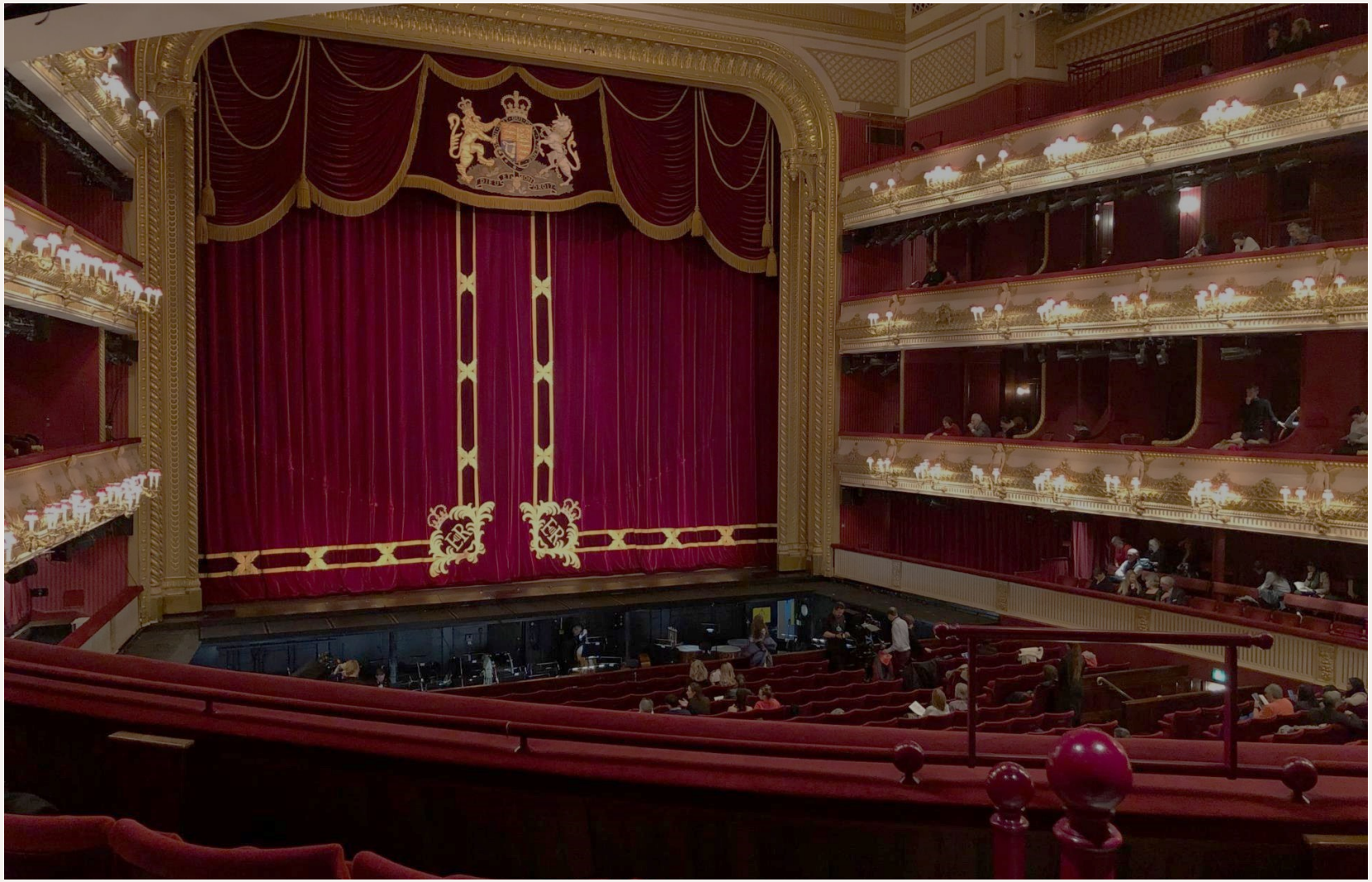
We encourage you to enjoy arts, culture and visitor attractions. We can contribute up to £50 a month towards the cost of tickets

Start date

As soon as possible, with some flexibility for the right candidate

Eligibility

You must be resident and eligible to work in the UK when you start. This role does not meet the requirements for a Skilled Worker visa.



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.

Royal Opera House

Your application

1

Covering letter

Up to two pages, addressed to Sarah Horner, explaining how your skills and experience fit the job description and person specification.

Your covering letter is how you introduce yourself to a panel who may become your colleagues for many years. Please write it yourself, in your own words.

2

CV

A copy of your current CV.

3

Applicant Details Form

Download the form from:

www.baker-richards.com/careers

4

Monitoring Form (optional)

Download the form from www.baker-richards.com/careers. It helps us monitor our recruitment practice, and it's removed before your application is considered. Details are stored anonymously and the form is then deleted.

Key dates and contact

How to apply

Email your application to careers@baker-richards.com with the subject line “Research Assistant”. Please send attachments in Word or PDF format.

Closing date

9am on Monday 9 November 2026.

Interviews

Initial interviews will take place online in the week beginning 23 November 2026.

Your information

We use the information you provide to assess your suitability for the role and to contact you about your application. Our privacy notice is available at baker-richards.com.

Who we work with

BRITISH LIBRARY

CARNEGIE HALL

CASTLE HOWARD

Chester Zoo

DET KONGELIGE TEATER

ENGLISH HERITAGE

Fáilte Ireland

XIX FESTIVAL D'AIX—EN—PROVENCE 4—24 JUILLET 2023 XIX

HERITAGE FUND

HISTORIC ROYAL PALACES

Layered Reality

LSO

MANITOBA OPERA

MALMÖ STADSTEATER

National Theatre

PHILHARMONIA

THE ROMAN BATHS BATH

RSC ROYAL SHAKESPEARE COMPANY

RZSS THE WILDLIFE CONSERVATION CHARITY

ROYAL OPERA HOUSE

UK THEATRE EST 1894

SOCIETY OF LONDON THEATRE EST 1908

SOUTHBANK CENTRE

V&A

VILLA CARLOTTA MUSEO E GIARDINO BOTANICO LAGO DI COMO