



December 2016

Audience Research Volunteer with the University of Cambridge Museums

Why the University of Cambridge Museums needs this role

The Audience Research project is part of the University of Cambridge Museums' (UCM) Connecting Collections programme, aiming to develop an integrated Cambridge-wide cultural offer, to enable wider and more diverse audiences to engage with our collections and the research that lies behind them.

Understanding our audiences is integral to enhancing access to the museums and collections. This audience research allows us to get to know who our visitors are, where they come from, and what their motivations for visiting are. We can also learn more about who is not currently visiting the museums. The data in turn provides the structure and direction for future work and allows the UCM to respond to what our visitors want and how to attract new audiences

In January (17-31), February (14-28) and March 2017 (14-28), the UCM, under the guidance of The Audience Agency, wishes to conduct exit interviews with museum visitors. Within these monthly 2 week waves we are aiming to have conducted research to cover the opening hours of each museum. There will be morning and afternoon shifts available, on weekdays and weekends. We are looking for volunteers to deliver the interviews in an engaging, positive and meaningful way.

Volunteer tasks

- Following appropriate training, volunteers will be expected to conduct exit interviews with members of the public. This will include engaging and proactively approaching visitors
- Information and feedback from visitors will be recorded by the volunteer on paper or a tablet computer, following a consistent and structured method.
- Volunteers to remain professional and positive in their approach to the market research activity and understand that they may be seen by the public as representing the museums
- Volunteers will be welcomed into the museums and will be expected to conduct the market research activity alongside the Front-of-House team.
- There may be additional desk-based opportunities within this role to enter paper-based data into an online survey
- To ensure consistent delivery, it is recommended that **volunteers give a minimum of 8 half day shifts, either morning or afternoon, of their time during any of the two week periods in January, February and March 2017**
- The Temporary Volunteer Coordinator will make visits to all museums throughout the three week project and will be available for support and troubleshooting
- On a day-to-day basis, volunteers to report to designated Front-of-house staff on arrival and departure, where they will collect and deposit the tablet computer and other tools

What you will gain from this role

- Training will be provided by Sue Burgess (Audience Research Volunteer Coordinator) and Richard White (UCM Marketing & Communications Coordinator)
- Practical experience working across several museums
- Develop your skills and experience within a University museum setting
- Join a motivated, fun and enthusiastic team
- Gain valuable experience that will enhance your CV and set you apart in the job market
- Meet new people within your local community
- Satisfaction of giving back
- Gain cultural sector contacts within a supportive environment

Skills required

Volunteers from all backgrounds and experience are welcome, especially those who have an interest in working in the Museum and Heritage Sector or market research. We are looking for confident, reliable, punctual and self-motivated people who are able to put visitors at their ease. Volunteers must be approachable, able to communicate with a variety of audiences and a good listener. Much of the time you will be working unsupervised, while also representing the museum to members of the public. This role requires volunteers to be on their feet in the museums for much of the time.

Potential time commitment: Training session - Monday 16 Jan, 10am – 1pm. If you have attended this training previously, we ask that you attend the latter part of this session. Following training, volunteers will be expected to be available for at least 8 half day sessions, within the period of two weeks. Morning shifts and afternoon shifts are available, with each shift ranging from 2 to 3.5 hours. Times vary from museum to museum. Morning sessions fit within 10.15am to 1.45pm and afternoon sessions from 2 to 5.15pm. Back to back shifts are available, if desired. Breaks will be factored into timetabling.

Location: Various University of Cambridge Museums, all within a short walk of the town centre

Responsible to: The UCM Marketing and Communications Coordinator based at The Fitzwilliam Museum. Direct work with the Temporary Volunteer Coordinator and museum Front-of-house staff.

Training and Support

We will provide you with training in the particular museum evaluation techniques used by the project.

Health and safety responsibilities

You will be responsible for your own health and safety and that of others with whom you volunteer, by reporting all potential and actual health and safety matters including accidents using the correct procedures.

Legal check requirements for this role

We have a legal responsibility to ensure that you have the right to volunteer in the UK before you can start volunteering for us. If you do not have the right to volunteer in the UK already we will not be able to progress your interest any further.

To Apply

Please return a completed Expression of Interest form (attached) to:
opendoor@hermes.cam.ac.uk or Opening Doors Project Coordinator, University of Cambridge Museums, c/o The Fitzwilliam Museum, Trumpington Street, Cambridge CB2 1RB.

Closing Date: Thursday 12 January 2017

About the University of Cambridge Museums

University of Cambridge Museums is a consortium of the eight University Museums, which works in partnership with the Cambridge University Botanic Garden and other Cambridge University collections. They include: Fitzwilliam Museum, Kettle's Yard, Museum of Archaeology and Anthropology, Museum of Zoology, Museum of Classical Archaeology, Whipple Museum of the History of Science, The Sedgwick Museum of Earth Sciences and The Polar Museum. The University's collections are a world-class resource for researchers, students and members of the public representing the country's highest concentration of internationally important collections, all within walking distance of the City Centre.