



POSITION DESCRIPTION

Position Title: Audience Insights Adviser
Directorate: Engagement and Development
Reports to: Head of Audience Insights

BACKGROUND

Te Papa's vision describes our direction and defines the impact we intend to have. It provides the focus around which we organise ourselves and our activities:

E huri ngākau ana. E huri whakaaro ana. E huri oranga ana
Changing Hearts, Changing Minds, Changing Lives

The ways in which we work are guided by our five values:

HIRANGA
Excellence

MĀTAURANGA
Knowledge & learning

KAITIAKITANGA
Guardianship

MANAAKITANGA
Community responsibility

WHANAUNGATANGA
Relationships

ENGAGEMENT AND DEVELOPMENT DIRECTORATE

The Engagement and Development Directorate has ownership for driving visitation and integrating brand, marketing, audience insights and development and partnerships to maximize Te Papa's reach and value. The Directorate is the point of contact with "The Friends of Te Papa" and "The Te Papa Foundation".

In addition the Directorate holds strong domestic and international relationships for inbound and outbound exhibitions, and also works closely with tourism partners to benefit both Te Papa, Wellington and New Zealand as destinations.

ROLE PURPOSE

The Audience Insights Adviser connects Te Papa staff with Audience Engagement Panels and other audience insights providers. Through this position, they will enable Te Papa to make effective use of audience insights in the development of Te Papa products and experiences.

KEY ACCOUNTABILITIES

Team Contribution

The Audience Insights Adviser is a member of the Audience Insights team and is responsible for helping to achieve team, directorate and organisational objectives.

- Work collaboratively with other members of the Team and Directorate to:
 - ensure plans and programmes meet the needs of identified stakeholders.
 - ensure an integrated approach to Team programmes and projects
 - coordinate resources and participate in cross disciplinary teams as and when required
 - provide input into development and improvement of procedures, systems, processes, delivering effective and efficient ways of working.
 - provide back-up assistance to other team members as required.
- Contribute to special projects related to the development of the Team's services and ways of working.
- Transfer knowledge and skills, share information with and/ or train Team members and other Te Papa staff as needed.
- Ensure all necessary information is well documented and filed in Te Papa's document management system.

Establishing and Communicating Te Papa Audience Insight Needs

The Audience Insights Adviser liaises with Te Papa staff and Project Teams to establish and coordinate their needs for audience insights information

- Proactively work with Te Papa staff and Project Teams to establish their Audience Insights needs
- Provide expert advice to other staff on establishing appropriate briefs
- Coordinate panel briefs
- Establish and collate appropriate visual materials, questions and other resources required to support the brief
- Manage these requirements with the Audience Panel Supplier
- Drive the timetable for establishing needs and taking receipt of insight information
- Return results to the relevant staff or project team and provide advice on best use of the information follow up requests.

Visitor Profile Interview (VPI) Exit Survey

The Audience Insights Adviser has technical oversight of the VPI Exit Survey, ensuring high quality information is provided in a useful format to Te Papa staff

- Ensure VPI information is databased appropriately and in a timely manner
- Collate, undertake and disseminate monthly reporting of VPI results
- Facilitate quarterly reviews of the survey tool and results to identify any improvements that could be made to the survey tool or the collection of information
- Liaise with the Manager Visitor Services to resolve any issues in the collection of information

Stakeholder Relationships

The Audience Insights Adviser is responsible for proactively establishing and maintaining networks and relationships with key internal and external stakeholders to ensure effective and efficient connection between audience insights panels and Te Papa staff.

- Identify and develop relationships with key internal and external stakeholders
- Ensure good communications are maintained, ideas and knowledge are shared in order to build internal and external networks
- Seek from and share information with others to keep abreast of current and emerging trends, opportunities and cross-sector issues.
- Maintain professional and responsive relationships, ensuring that roles are clear, that commitments are met, and problems and issues are resolved effectively.

Risk Management

The Audience Insights Adviser advises on risk management in their area of responsibility and specialist knowledge.

- Assess and proactively manage identified issues and ensure that management is aware when appropriate.
- Demonstrate an awareness of Te Papa's health and safety policies, and take ownership and responsibility for personal health and safety

Change Management

The Audience Insights Adviser supports organisational culture, and promotes continuous improvement.

- Model Te Papa's Uara/Values and appropriately aligns own attitudes and behaviours to the museum's vision and strategic priorities
- Understand Te Papa's philosophies of Mana Taonga, Museology and Learning, and participate in cultural and learning activities taking place in Te Papa where practical and possible.
- Look for opportunities to reinforce Te Papa's Values and encourage others to do the same.

DELEGATED AUTHORITY

Budget authority

Delegation N/A

People delegation

Delegation N/A

KEY RELATIONSHIPS

Internal

- Visitor Services
- Marketing
- Development & Partnerships
- Exhibition and Renewal Projects

External

- Research Partners
- Independent Consultants

- Digital Product and Content
- Learning Innovation
- Commercial

PROFESSIONAL KNOWLEDGE AND EXPERIENCE

- Undergraduate degree in marketing and or research
- 2-3 years' experience relevant work experience in marketing research / research agency preferred
- Numerate and comfortable working with and communicating data driven approaches
- Experience socialising and supporting customer / audience segmentation models
- Proven ability to work closely and effectively with colleagues to drive them to achieve timely delivery of inputs and understand how to effectively use outputs of the insights process.
- Excellent written and verbal communication skills, including attention to detail
- Computer literacy (at least intermediate level in MS Office packages (Excel / PPT / Word)
- Technology savvy to engage with and leverage contemporary research tools
- Well organised with the ability to manage and effectively prioritise multiple tasks

TE PAPA VALUES AND STAFF COMPETENCIES

Values				
Matauranga / Knowledge & Learning	Self Awareness Respects alternative points of view and recognises the impact of own behaviour on others; acts professionally at all times.	Life Long Learning Actively acquires, understand and applies new role-related information, knowledge and skills.	Encouraging Learning Encourages and participates in peer-to-peer learning by providing guidance and support to others to reach agreed objective. Helps others to explore and develop mātauranga/ knowledge and learning.	Creativity and Innovation Looks for opportunities to improve own and organisation's performance, rethinking how to approach work. Develops and actively works with others to develop, creative and practical ideas.
Manaakitanga / Community Responsibility	Building External Relationships Identifies, builds and maintains productive and collaboratively focussed external relationship with communities of interest to shape and achieve Te Papa's strategic priorities; engages with colleagues to get the best out of relationships.			
Whanaungatanga / Relationships	Co-operation Actively builds internal relationships to achieve goals; respects colleagues' perspectives and their contributions; shares expertise and knowledge.	Personal leadership Builds trust with others; models behaviour consistent with Uara/ values and Te Papa's future; inspires and motivates others.		
Kaitiakitanga / Guardianship	Stakeholder Focus Understands the needs of stakeholders, past, current and future; ensures they are listened to; focuses attention on meeting their needs wherever possible and managing their expectations.			
Hiranga / Excellence	Commitment to Excellence Sets high personal and professional standards, assumes responsibility and accountability for the successful completion of projects, assignments, or tasks. Consistently gives careful attention to all the detailed aspects of a role, shows a high concern for accuracy.	Personal Effectiveness Displays energy, optimism, resilience; ensures effective performance when faced with uncertainty; demonstrates high standards of ethical behaviour.		

Te Papa's Three Philosophies

Te Papa's philosophies of Mana Taonga, Museology, and Learning represent the core organisational capabilities that Te Papa will uphold, develop, and shape to reinforce our uniqueness. They are what differentiates us from other museums and enable us to achieve our vision of Changing Hearts, Changing Minds, Changing Lives.

Mana taonga

Mana taonga recognises that taonga, which includes objects, narratives, languages, as well as all forms of cultural expression have mana; that taonga have whakapapa relationships with their source communities, as well as connections to the environment, people and places. Mana taonga recognises the authority derived from these relationships and the innate spiritual values associated with them. Respecting and expressing knowledge, worldviews and learning systems including matauranga Māori - the views, explanations and perspectives of the nature of the world, as known and informed by Māori, is an important dimension of mana taonga. The principle is an empowering one that enables Te Papa to acknowledge the richness of cultural diversity and to design and disseminate models of co-operation, collaboration and co-creation that shares authority and control with iwi and communities, whilst recognising, embracing and representing the changing demographics of Aotearoa New Zealand.

Museology

Best practice in museum development and implementation. Te Papa's unique and world-leading museology recognises the role of communities in enhancing the care and understanding of the collections and taonga, which in turn drives our approach and access to research. Collections are seen as part of living cultures that provide a gateway to understanding how other people live and uniquely view their world. Te Papa works in collaboration with communities and individuals to deliver exhibitions and experiences that are current, meaningful and relevant nationally and globally.

Learning

Te Papa encourages experimentation that allows us to try new ideas and generate new knowledge, upon which we reflect and adapt our beliefs and actions, change behaviours and enhance our performance. People learn in different ways, and Te Papa provides a range of experiences to meet visitors' different learning needs, styles and interests. For staff, Te Papa provides a supportive learning environment. The ability of staff to meet visitor needs is developed through an appreciation of differences and openness to new ideas and providing time for reflection on achievements, outcomes, practices and processes.