



Tō Mātau Moemoeā Our Vision is to use the past, present and future technology and ingenuity of Aotearoa to educate and inspire the innovators of tomorrow.
- KIA WHAKATŌMURI TE HAERE WHAKAMUA -

Position: Visitor Research Advisor
Reports to: Head of Brand and Communications

PURPOSE OF THE ROLE

The Visitor Research Advisor is responsible for delivering and coordinating a programme of visitor insight research, which is accessible and understandable to other members of the MOTAT Team. The purpose of this role being to empower the wider MOTAT Team, through visitor insights data, to be an audience-focussed museum that educates and inspires audiences onsite, online, and outside of MOTAT.

Reporting to the Head of Brand and Communications, this is a vital audience advocacy role. Part of the Brand and Communications team and working across the Museum Experience offer with a high degree of contact with the Director, Museum Experience, it provides insights, understanding, and advice to assist MOTAT in meeting the visitor experience goals and MOTAT's vision and strategic objectives.

The role assists with membership growth through visitor and member behaviour insights and research.

RESPONSIBILITIES

- Coordinate and deliver an annual programme of visitor research, championing the value of visitor insights to the wider MOTAT Team and providing opportunities for the team to leverage the data.
- Project manage the annual visitor research contract and other visitor research initiatives, ensuring delivery of the research and managing the supplier relationships.
- Take responsibility for reviewing, analysing, and disseminating visitor insight data, providing actionable insights to deploy and information for reports such as Board reports and annual progress reporting.
- Work closely with the Digital Engagement Producer to use data analysis systems to increase visitor and membership insights.
- Identify and manage agencies and individuals to undertake visitor research, making proposals for budgetary approval, and provide insights to the Head of Brand and Communications to support their role in Museum Experience hub meetings and projects.
- Identify opportunities to take a child and whānau-centred approaches to research; given that the vast majority of MOTAT's audiences are families/whānau, this is essential.
- Identify opportunities to work with practitioners of indigenous research methodologies, as required to provide a full understanding of MOTAT's audiences.

- Support the MOTAT Team in measuring and evaluating programmes and experiences, providing tools, on-the-job guidance, and advice on appropriate data sources and research methodologies. Support capability building activities in visitor research and awareness, including through the MOTAT Team onboarding programme.
- Present at Museum Experience hub meetings and participate in project teams when requested. Review and contribute to proposals and business plans to ensure they are visitor focused.
- Regularly review the research and evaluation programme to ensure it is fit for purpose.
- Keep informed of new tools and approaches relating to visitor research and adopt when of benefit to the Museum.
- Maintain relationships with visitor insights networks and other institutions visitor research teams.
- Embrace a mindset of continuous improvement in understanding and implementing the principles of Te Tiriti o Waitangi.
- Model behaviour consistent with MOTAT values and in accordance with the principles of the Treaty of Waitangi.
- Comply with all museum policies and procedures including but not limited to Safety & Wellbeing and the Museums Aotearoa’s Code of Ethics.
- Undertake any other reasonable duties as may be required from time-to-time to ensure that MOTAT’s business objectives are met.

KEY PERFORMANCE INDICATORS

- Effective coordination and delivery of an annual programme of visitor research, including effective management of supplier relationships.
- Timely provision of advice and reporting on visitor research insights.
- Support of other MOTAT Team Members to turn visitor research insights into action.
- Effective engagement with other MOTAT Team Members, ensuring their visitor research needs are met and that the MOTAT audience is advocated for in this work.
- Active participation and involvement in Museum Experience projects.

KEY RELATIONSHIPS / DELEGATED AUTHORITY

Responsible for:	Nil
Internal Liaison:	Education, Exhibitions, Brand and Communications, Public Programmes, Visitor Systems Manager, Digital Engagement Producer, Visitor Experience Working Group (VEWG), MOTAT Team
External Liaison:	Research Suppliers, Other Suppliers, Museums Aotearoa, Creative New Zealand, Other Museums and Visitor Attractions

BUDGETARY AUTHORITIES

Nil

SKILLS & EXPERIENCE

- At least 5 years' experience in a similar visitor-focused environment or cultural organisation, working in an advisory capacity.
- Exceptional written and oral communication skills, including the ability to communicate research methodologies and data to different audiences.
- Strong focus on methodology in previous work.
- Relevant qualification or experience equivalent to a formal qualification.
- Demonstrated experience in visitor research programme and project management.
- Demonstrated ability to nurture and grow an audience-centric approach within a business.
- Effective communication and interpersonal skills, including the ability to communicate at levels.
- Ability to work both autonomously and within teams.
- Excellent teamwork skills; demonstrated ability to work collaboratively with both internal and external stakeholders and team members.
- Experience of indigenous research methodologies or a willingness to learn and work with practitioners of indigenous research methodologies would be an advantage.

Ō MĀTAU UARA OUR VALUES

AUAHATANGA INNOVATION	We will be courageous and try new things.
NGĀTAHITANGA COLLABORATION	We will work as a team that respects and supports others.
MOTUHĒHĒTANGA INTEGRITY	We will act ethically and with respect and transparency.
PŪMAUTANGA SUSTAINABILITY	We will foster knowledge and promote technology that is beneficial to our community and environment.

This document covers the broad results expected from the position and will form the basis of specific objectives to be agreed and reviewed on a regular basis.

