Volunteer Role Description

Role Title: Volunteer Market Researcher
Supervisors: Charles Wilde and Nicky Hunnam
Location of role: Volunteers needed across 3 museums in Norwich, 2 in Great Yarmouth, 1 in Cromer, 1 in Thetford and 1 in King’s Lynn. Volunteers may choose to volunteer in only one museum, or two museums in one town if they wish to.

Dates Required: September- October 2019
Times: Flexible during museum open hours - opening days and hours vary across sites

Purpose:
To help gain information and feedback from our visitors. To undertake face to face interviews with visitors in museums, recording answers to pre-set questions on an electronic tablet.

Relationship to museum objectives:
As a condition of its grant aid, Norfolk Museums is required to collate market research data from visitors to its’ museums. This research is part of a national data gathering project co-ordinated by the Audience Agency. As well as contributing to the national research project, the data will be used by NMS staff for marketing, evaluating museum activities and seeking further grant aid.

Details of role:
To gather feedback from museum visitors on their motivations for visiting and their experiences as they are leaving the museum.

• Reading questions to the interviewee and recording their responses on an electronic tablet.
• At the start of the session, collect tablets from a pre-determined point, make sure they are fully charged and switch on the relevant survey and at the end of the day, switch off the tablet and return it to the central point to be charge for the next time it is used.
• Questions are pre-determined and mostly multiple choice with answers gathered electronically on a tablet device. Interviews last approximately 10 minutes. The data is uploaded wirelessly to the Audience Agency’s web-based system, where it is analysed and made available on-line to NMS staff.

What you will get from it:
• You will be provided with the tablets needed to undertake the interviews
• Experience interviewing public and conducting face to face market research
• Experience of working within a museum and customer service environment
• Support, supervision and training, including rationale for research and use of data in marketing

Skills required:
• Have a friendly, approachable and helpful manner and good customer service skills
• Be confident and prepared to initiate conversation and interact with the general public
• Be punctual and conscientious
• Good IT skills- Able to use the electronic device used for the questionnaires
• Ability to communicate well using spoken English.

Training provided:
• Induction
• Market research and using the devices

Application process:
• Application form
• Provide 2 references
• Informal chat

Other details: Not all sites are fully accessible. Volunteers will need to be over 18
Contact: For more info and application form contact volunteer.museums@norfolk.gov.uk