



Audience Research Associate

Please put "Audience Research Associate" in the subject line if you are submitting your application by email.

Position type: Part Time

Basic work week: 4 – 12 hours/ week.

OVERVIEW

To better enhance visitor experience at the IMA, Lilly House, 100 Acres: The Virginia B. Fairbanks Art & Nature Park, the Audience Research Associate will work with the Manager of Audience Research and Evaluation to carry out studies covering various IMA offerings including the general exit survey, and exhibitions and programs evaluations. This will include the collection of data primarily via intercept surveys and interviews.

Primary Responsibilities:

The following responsibilities describe the general nature of work for employees in this position, but this is not intended as an exclusive or all-inclusive inventory.

- Collect data for exit surveys and exhibition evaluations.
- Assist with collecting data for other studies as they arise, which could include front-end and formative evaluations to help inform decisions on IMA offerings.
- Enter data from paper questionnaires and transcribe responses from interviews.
- Use appropriate tools effectively such as prompt cards, iPad, and SurveyMonkey™.
- Communicate any oral feedback received from visitors that could help enhance the Museum experience and make any suggestions for improvements to the data collection process.
- Remain up to date on audience research and evaluation methods and apply to current work.
- Must be able to work independently and as part of a team.
- Must be available evenings and weekends for a shift of up to five hours. Number of shifts per month is flexible with a minimum of four.

Required Skills:

- Ability to interact well with diverse audiences, effectively present information, and respond to questions.
- Ability to apply principles of logical or scientific thinking to a wide range of intellectual and practical problems.
- Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.
- Ability to follow detailed instructions and execute tasks with precision.
- Must be punctual.

Education and/or Experience:

- Bachelor's degree in anthropology, education, marketing, museum education, museum studies, or a related field.
- Previous experience conducting audience research and program or exhibition evaluation required.

To perform the job successfully, an individual must be able to perform each essential function satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

To apply, please send your resume, cover letter and Newfields application to:

Mail: Newfields
ATTN: Human Resources
4000 Michigan Road
Indianapolis, IN 46208

E-mail: hr@discovernewfields.org

Fax: 317-920-2655

No phone calls, please.

About Newfields

Newfields offers dynamic experiences with art and nature for guests of all ages. The 152-acre cultural campus features art galleries, lush gardens, a historic home, performance spaces, a nature preserve and sculpture park. From inspiring exhibitions in the IMA Galleries, to concerts in The Toby, to a stroll through The Garden with a glass of something cold, guests are invited to interact with art and nature in exciting new ways. Newfields is home to the Indianapolis Museum of Art, among the ten largest and ten oldest general art museums in the nation; the Lilly House, a National Historic Landmark; The Garden, featuring 40 acres of contemporary and historic gardens, a working greenhouse and an orchard; and The Virginia B. Fairbanks Art & Nature Park: 100 Acres, one of the largest art and nature parks in the country. The Newfields campus extends outside of Indianapolis with Miller House and Garden in Columbus, Ind.—one of the nation's most highly regarded examples of mid-century Modernist architecture. For more information visit discovernewfields.org.

Diversity

Newfields recognizes that museum audiences and their interests are changing, and as Newfields transforms our audience experience, we are creating expanded, innovative opportunities to actively engage and entertain our guests. Celebrating the diversity of our donors, guests, volunteers and staff is a key part of this Newfields vision. Diversity is understanding, respecting, and valuing differences, including, but not limited to, race, color, national origin, religion, sex, sexual orientation, gender identity, national origin, protected veteran status, disability, or any other legally protected status.

Simply put, we believe our guests and donors are best served by a host team, comprised of both staff and volunteers, that reflects the diversity represented within our communities and that takes full advantage of the unique viewpoints, talents and experiences of each and every person who works here. We strive to attract and retain exceptional employees who feel comfortable in an inclusive culture that supports their ability to thrive and add their voice to the ongoing conversation.

Indianapolis

Indianapolis is a city with a MSA of 2,000,000 people. More than 60% of the population is under 44 years of age and the city's racial demographic [breakdown](#) is approximately 79% White, 16% Black, 3% Asian, and 2% other, with 7% of the overall citizenry identifying as Hispanic. In [2016 Forbes](#) named Indianapolis one of the top 10 cities to live in for young professionals citing its high standard and low cost of living, while [Vogue](#) told its readers not to call Indianapolis a "Flyover City", but to go see how vibrant it is for themselves. With a host of new bars and restaurants, nationally recognized symphony, theater, cabaret, sports teams, and the [Herron School](#) of Art + Design, Newfield's hometown is a perfect place to build a career and enjoy life.