

Evaluation and Audience Insights Manager



Role Outline

Hastings Contemporary is seeking an experienced Evaluation and Audience Insights Manager to lead the development and delivery of monitoring, evaluation, insight and learning systems across the organisation, using data and reflective practice to support organisational learning, audience growth and income generation.

The postholder will act as the organisational lead for evaluation implementation, working closely with an external evaluation consultant who will provide strategic framework development, methodology support and independent analysis and reflection. They will coordinate project deliverables, ensure staff are appropriately briefed, and establish effective systems and processes to support evaluation, insight and learning activity across the organisation. They will also be confident and engaging communicators, able to bring data to life in ways that are accessible, relevant and useful for colleagues across the organisation.

They will also play a key role in shaping and monitoring the Audience Development Strategy and Action Plan, supporting audience growth and income generation through insight-led approaches. They will use the new CRM system, building on the systems developed through our

recent Bloomberg Philanthropies project, to strengthen audience segmentation, support strategic audience development and increase ticket sales.

The Evaluation and Audience Insights Manager will be line managed by the Head of Development.

Context

Hastings Contemporary is a bold, independent arts charity in the heart of Hastings Old Town.

We bring inspiring art to our coastal community with an ambitious programme of exhibitions and events. We welcome everybody and aim to enrich lives by offering new experiences, supporting creativity and skills development, preserving heritage and helping our town to thrive.

With a programme anchored in ocean futures and sustainability, our exhibitions, projects and partnerships bring together artists, scientists, and communities to explore new creative frontiers – all within an award-winning building on the town's historic fishing beach.

Vision

Hastings Contemporary is a bold and ambitious home for inspiring **art**.

Situated on the beach, our coastal gallery is rooted in Hastings and its heritage, a place where climate, culture and **community** intersect.

Together we are reimagining what a gallery with relevance and purpose can be, as we explore our connectedness to the **sea** and the future of our oceans.



Role responsibilities

- Lead the operational delivery of evaluation and research activity, working with external consultants to embed strong organisational cultures of insight, learning, reflection and continuous improvement through effective systems, tools and processes.
- Establish and maintain effective systems for collecting, storing, analysing and reporting organisational data, ensuring compliance with data protection regulations and supporting insight generation and shared learning across teams.
- Interpret audience information from multiple sources, including box office, CRM, surveys, digital channels and programme evaluation activity.
- Produce clear reports, dashboards, case studies and insight summaries for internal teams, senior leaders and funders, including contributions to quarterly board papers, to support reflection, planning and decision-making.
- Bring data to life for colleagues across the organisation, presenting insights in ways that are engaging, accessible and useful for planning, decision-making and learning.
- Work with the team to ensure that HC meets its data requirements for key funders such as Arts Council England using tools such as Illuminate and Culture Counts.
- Be one of the super users for the organisation's new CRM systems (Shopify and Beacon), with lead responsibility for evaluation and audiences. Ensure appropriate tools and processes are set up to maximise data capture and support audience insight and development.
- Collaborate with the Communications Manager to implement new strategies through the organisation's new CRM systems, including marketing campaigns, surveys, upselling initiatives, and loyalty offers for existing customers.
- Use the organisation's CRM system to segment audiences, identify trends and support targeted audience development activity.
- Work with the Director of Programmes to develop the Audience Development Strategy and Action Plan, using data and evaluation to inform planning, track progress and ensure target audiences are effectively reached and monitored.
- Share up-to-date data, insight and learning across the organisation, supporting reflective practice and informed decision-making.
- Support colleagues to understand and apply audience insight in planning, decision-making and reporting.
- Contribute to funding applications and reporting processes by providing robust evidence, audience data and impact narratives.
- Ensure evaluation and insight activity is delivered efficiently, accurately and in line with agreed organisational priorities, timelines and available capacity.
- Keep up to date with emerging data collection methods, AI tools, industry trends, and best practices to support effective audience insight and engagement strategies.

Personal Specification

Essential	Desirable
Experience and Knowledge • Experience of collecting, organising and analysing quantitative and qualitative data, and translating complex data and audience insight into clear, practical recommendations for a range of audiences. • Experience of using CRM, box office, survey or similar systems to support audience insight, development and income generation. • Understanding of audience development principles, segmentation and insight-led decision-making. • Experience of producing clear and engaging reports, case studies and evidence for senior colleagues, partners and funders. • Awareness of AI tools and their potential to support data analysis, audience insight and operational efficiency. Skills and Attributes • Excellent written and verbal communication skills, with the ability to make data and evaluation accessible, engaging and relevant to non-specialist audiences. • Collaborative and collegiate, with the ability to build trusted relationships and work effectively with colleagues across the organisation. • Influential and engaging, with the confidence and interpersonal skills to introduce new approaches to	• Experience working with Beacon CRM and Shopify • Equivalent experience within an arts, cultural, charitable organisation or venue.

data and evaluation, build understanding and encourage their adoption at all levels. • Pragmatic and solutions-focused, developing approaches that are proportionate, practical and responsive to organisational needs. • Curious, enthusiastic and able to inspire others to see the value of data, insight and evaluation in planning and decision-making. • Adaptable and comfortable working in a new role, developing approaches collaboratively as organisational needs evolve. • Highly organised and detail orientated, while able to maintain sight of wider organisational priorities and strategic objectives.	
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Conditions of service

Location:	Hastings Contemporary, Rock-a-Nore Road, Hastings TN34 3DW
Salary:	£30,000 (pro rata)
Hours:	Part-time, four days per week, with a hybrid working arrangement of two days in the office and two days working remotely.
Contract:	Two year fixed term
Probation:	6 months
Leave:	25 days per annum plus bank holidays (pro rata)
Pension:	50/50 stakeholder pension up to a max of 4%
Benefits:	We are pleased to offer staff complimentary tickets to share with friends and family, along with discounts in our shop and café. Employees also enjoy free entry to selected cultural organisations across Sussex and London. In addition, our Employee Assistance Programme provides confidential advice, support, and counselling to all staff.

How to apply

Please send a CV, covering letter (no more than two sides of A4) and completed equal opportunities monitoring form to jobs@hastingscontemporary.org with '**Evaluation and Audience Insights Manager**' in the subject line.

Application deadline: Monday 28 September 2026, 9am

Interviews: w/c 5 October 2026

We are particularly interested in applications from people from backgrounds which are underrepresented in the museums and galleries sector, including people from low-income backgrounds, people with disabilities and people from Black, Asian and ethnically diverse backgrounds.

If you need assistance to complete your application, for example due to a disability, or if you would like to discuss the role or have questions, please email jobs@hastingscontemporary.org.

Thank you for your interest in this role. We wish you every success with your application.

