

A photograph showing a woman in the foreground wearing a colorful knit hat and a patterned scarf, smiling. In the background, a group of people is gathered in a grassy field under a clear sky.

Audience Research Volunteer

Background to the role

Understanding audiences is instrumental in shaping our strategies, improving visit experiences, developing initiatives to attract new/different types of users, and effectively managing our green spaces, for people and conservation. Gaining a deeper knowledge and understanding of the people who use Earth Trust Centre, and our surrounding green spaces, will enable us to align our aims and objectives with the needs and values of our audiences, ultimately contributing to enhancing the charity's impact and sustainability.

What does the role involve?

Earth Trust has been working with audience research specialists, [Cultural Consulting Network](#), on a project to understand our audiences. They are helping us to develop visitor surveys, along with other toolkits to evaluate our visitor spaces, and we are now looking for a team of volunteers to help carry out this research at our green spaces in Little Wittenham, directly with our audiences.

Your help in talking to people and recording their feedback will have a direct impact on decisions about how we develop our visitor experience, how we interpret our work to champion accessible natural green spaces and inspire people to think about their impact on the planet.

Tasks may include:

- Engaging visitors in short, semi-structured conversations to collect their feedback.
- Recording how many people visit a particular site by doing visitor counts.
- Inputting the information obtained from the research into a spreadsheet.
- Conducting assessments of visitor infrastructure (e.g. signage and entrance gates)
- Recording any queries.
- Where appropriate, signposting people to information on Earth Trust events and wider programmes.

Location: Earth Trust Centre, Little Wittenham, OX14 4QZ, and the surrounding visitor spaces

Timings & time required

The project is expected to start in autumn 2024 and will run until spring 2025, when we're aiming to complete the research. How much time you give, when and how often, is down to you, it's a really flexible role.

There may be future opportunities to conduct further surveys after this project, we might roll it out to our community reserves or repeat the Centre survey work at different times of the year.

What skills and experience do you need?

- Enjoy engaging with people in a relaxed and informal way
- Ability to communicate face-to-face in an effective and friendly manner
- Able to record the key points of a conversation clearly and concisely
- Outgoing, approachable and helpful
- Reliable and trustworthy

What support you will receive?

You will be fully supported by our Head of Experience & Engagement and will be provided with all the materials you need, along with Earth Trust volunteer identification. You may be invited to training sessions to introduce the survey and toolkits to be used in the research project, and we will also provide information about the work of the charity, and the impact we have, so that you can respond to visitor queries while speaking to them.

Get in touch

For further information, or if you'd like to arrange an informal chat about the role, please contact our Volunteer Officer, Nicola Williams:

Tel: 01865 407792

Email: Volunteering@earthtrust.org.uk