



Visitor Research Volunteer Role

Purpose of the role:

We're looking for volunteers who can give just a couple of hours of time, whenever is convenient for you, to ask visitor questionnaires across our sites. Visitor Research volunteers support our work by gathering feedback from our visitors which help us learn more about their experience and how we can improve it. This information is invaluable in helping Sheffield Museums understand who is visiting our sites and what motivates them to visit. It is also crucial information for our funders.

Thanks to visitor research volunteers, Sheffield Museums Trust is able to continue to improve and develop its visitor experience, as well as its programme of exhibitions and events, to ensure it is providing the best possible museum and gallery service for the people of Sheffield and visitors to the city alike.

Where will you be volunteering?

You will be based at any of our sites including; Abbeydale Industrial Hamlet, Kelham Island Museum, Graves Gallery, Millennium Gallery or Weston Park Museum. You can choose the site you prefer to be located at.

What will you be doing?

- Engaging visitors to complete our audience research, a short web-based survey conducted on an iPad tablet. Full training will be given on successfully surveying people and the use of the tablet
- Questions focus around demographic information, people's motivation for visiting our sites and the quality of their visit
- Where appropriate, signposting visitors to information on Sheffield Museums' exhibitions, events and wider programme
- Assist visitors in subscribing to Sheffield Museums mailing list should they wish to
- Use existing communications methods (i.e. Sheffield Museums comment cards) to pass any visitor queries to the relevant Sheffield Museums staff

What's in it for me?

- You will gain practical market research experience whilst developing an insight into museum and gallery visitors



- Developing your communication, research, customer service and organisational skills
- Spending time in the diverse exhibition spaces at our cultural and heritage sites
- Meeting like-minded people and being a member of an enthusiastic and knowledgeable team
- Learning more about and helping to directly support Sheffield Museums' charitable work
- Access to a range of social and networking opportunities with other volunteers and staff
- Training and support will be given to all volunteers taking up this role
- You can claim back out-of-pocket transport expenses up to a max of £5.60 for public transport, or 45p per mile if driving a car, per day

What skills will I need?

- Ability to communicate face-to-face in an effective and friendly manner
- Good English skills – speaking, reading and writing
- Outgoing, approachable and helpful
- Enjoy communicating with our visitors in a relaxed and informal way
- Reliable and trustworthy

When can I volunteer?

Visitor Research sessions take place on any day of the week apart from Mondays, when our sites are closed, and at a variety of times. You can commit to a regular session or sign up for flexible days, times, and sites. Ideally we ask for an initial commitment to attending for six sessions of 1.5 - 2 hours.

How can I get involved?

Before starting this role, we ask people to attend a volunteer induction session and also a 1.5 hour role-specific training session. These happen across our sites. Please contact volunteering@sheffieldmuseums.org.uk for more details. Thank you.