

ASHEVILLE ART MUSEUM

2 South Pack Square | 828.253.3227 | ashevilleart.org
PO Box 1717 | Asheville, NC 28802-1717

Contract Data Collector - Visitor Research and Evaluation

Updated 10/03/2023

As part of COVES's partner-museums cohort, the Asheville Art Museum seeks a **Data Collector** to facilitate surveys and conduct onsite interviews of our visitors. This contractor is a representative of the Museum and requires effective, positive, and sensitive communication skills and will work closely with the Director of Learning & Engagement.

Organization

Established in 1948 by artists, the Asheville Art Museum engages, enlightens, and inspires individuals and enriches community through dynamic experiences developed for all ages that interpret its Collection and exhibitions of American art of the 20th and 21st centuries. Anchoring the center of lively downtown Asheville in the Blue Ridge Mountains, the Museum serves residents of the Southeast and Western North Carolina regions, as well as visitors from around the country and the world.

How to Project Description

Art Bridges' Collaboration for Ongoing Visitor-Experience Studies (COVES) initiative is an ongoing project that collects valuable data from visitors to help partner museums, such as the Asheville Art Museum, better understand audiences, track changes over time, and make responsive, visitor-centered decisions. Evaluation is an important aspect of measuring impact, not only at individual partner museums and across all partner museums, but also to more fully understand museumgoers nationwide. Studies include, but are not limited to, research and evaluation to measure overall guest demographics, guest experiences, and guest outcomes related to exhibition or program experiences.

The project is based on the timelines for research and evaluation studies at the museum and requires work hours during museum operating hours (which include day, night, weekday, and weekend). It will be approximately five hours per week, not exceeding 20 hours per month.

Primary Responsibilities & Essential Functions:

- Via Zoom, participate in training to learn the basics of evaluation and how to collect visitor data using the Asheville Art Museum survey instrument, led by Research & Evaluation staff from the Crystal Bridges Museum of American Art.
- In consultation with the Director of Learning & Engagement, develop a weekly schedule of desk-time and surveying. Surveying takes place during the Museum's public hours and largely coincides with high-traffic days and times and scheduled programs or events.
- Set up the survey area including podium, tablet, power strips and cords, handouts, pencils, etc. Maintain order and cleanliness of survey area.
- Actively approach Museum visitors and invite them to participate in a research survey. Direct them to the tablets with a preloaded survey and/or QR code for later participation.

- Answer questions and provide additional information about the survey as needed, ensuring a positive museum experience.
- Troubleshoot basic issues with tablets.

Experience, Training, and Traits

- Excellent customer service and communication skills.
- Must be comfortable approaching guests for surveys and interviews and be able to work in and move through public spaces easily for hours at a time.
- Comfort with technology, specifically an iPad/tablet.
- Excellent self-presentation, public-speaking skills, and must feel comfortable interacting with a broad range of Museum visitors of diverse backgrounds, ages, and abilities, including residents and tourists, Museum Members and non-members, and those with varying attitudes and experience visiting (art) museums.
- Superior organization, communication, and time-management skills; sensitivity and ability to maintain confidentiality.
- Ability to work independently, collaboratively, and efficiently.
- Spanish-speaking a plus.

Compensation

- The Data Collector is a part-time, six-month contract position. Upon successful completion of the first six months, there will be an opportunity for another six-month contract renewal.
- Compensation is \$16 per hour.

Physical Demands and Work Environment

- The physical demands and work environment characteristics described here are representative of those that must be met by an employee to successfully perform the essential functions of this position. Reasonable accommodation may be made to enable individuals with disabilities to perform essential functions.
- Physical demands: Position requires working in the Museum's Atrium for prolonged periods of time. The project requires visual acuity to review written materials.
- Must be able to lift and transport items up to 25 pounds, handle tools or controls, use close vision, troubleshoot basic technology, and be available for multiple weekly shifts lasting two to three hours each.
- Work environment: Work will be performed in Museum spaces.

To apply, please send a cover letter and resume to mailbox@ashevilleart.org with "Data Collector" in the subject line.