



Together, we make it V&A

South Kensington
Membership Insight Analyst

V&A

Membership Insight Analyst

Reports to	Head of Membership
Department	Membership
Line Management	None
Principal Location	South Kensington
Hours	36 hours per week
Salary	£40-£45k
Contract	Permanent





Who we are

The V&A is a family of museums dedicated to the **power of creativity**. Our mission is to **champion design and creativity** in all its forms, advance cultural knowledge, and inspire makers, creators and innovators everywhere. We share a 5,000-year-old story of creativity through **exhibitions, events, educational programmes, digital experiences, conservation, research,** and an ever-evolving national collection of over 2.8m objects spanning **every creative discipline**.

V&A Membership is **the cornerstone of our commercial strategy**. Having achieved **significant growth** in members recently there is now an exciting opportunity to **develop a new strategy** to better develop and engage our membership community, to build loyalty and to deliver commercial growth that is critical to supporting the overall mission of the V&A.

About the role

We are looking for a dedicated Insight Analyst to help provide key insights into member behaviour and value; ultimately building up a picture of our membership base by value segments and enabling us to understand where we can better target and grow our membership base and informing the wider long term membership strategy for the V&A.

1. Bring together data from our membership systems (Dynamics 365, Gateway and Salesforce), and using relevant technologies, provide detailed information to inform decision making.
2. Regularly monitor, analyse and present data regarding our members and their behaviours to inform operational decision-making as well as track progress against our KPIs to senior stakeholders
3. Develop value models which demonstrate the overall lifetime value of members and expand this analysis to demonstrate the value a member adds to the V&A long term to support us in our acquisition and investment decisions
4. Develop and maintain data driven tools such as dashboards and trend analysis reporting that support the overall membership strategy
5. Remain part of external 'data community'; stay up to date with latest developments in data analysis and champion V&A data development



What we're looking for

Essential requirements

1. Strong experience working in an analytical role
2. Experience of working in a membership/subscription business
3. Experience in analytics and data management, including online analytics tools such as Google Analytics
4. Experienced in dealing with large, real-world datasets (SQL) and combining data from multiple systems
5. Demonstrable hands on experience with data mining, clustering, segmentation
6. Experienced user of Excel spreadsheets for analytics
7. Ability to present technical data to a variety of audiences and communicate effectively with all stakeholders
8. Experience of regression/CLV modelling to support segmentations and insight into behaviours
9. Shares our Values of Sustainability, Equity, Creativity, Collaboration & Generosity

Desirable requirements

1. Experience or understanding of the use of data programming techniques such as R and Python
2. Robust statistical significance testing, A/B testing, predictive analytics skills
3. Experience in defining and implementing a data strategy across an organization
4. Degree-level education (2:1 or equivalent in a technical subject eg Computer Science/Statistics)
5. Direct marketing campaign experience
6. Experience of developing dashboards in PowerBI or similar applications



Why work here

We strive to integrate **equality, diversity, and inclusion** consistently and naturally into all our activities.

We are proud to be an **open, tolerant, and diverse** organisation. We want to do more to welcome a broader audience and develop a more diverse workforce.

We work closely with our **staff networks** to develop our employee experience.

The V&A values are **Equity, Sustainability, Generosity, Collaboration and Creativity.**

We are committed to a strict **zero tolerance policy on any discrimination, harassment or bullying.**

Disability Confident

We are committed to guaranteeing an interview for applicants who declare they have a disability and meet the minimum criteria for the role.



What we offer you

- **29** days of holiday + public holidays each year
- **5.5%** employee pension contribution, **10%** employer pension contribution (*post-probation*)
- Life assurance scheme (*to value of 4 x annual salary*)
- Family-friendly policies e.g. enhanced maternity + paid carers leave
- An interest-free loan for a travelcard, bike, or for a deposit if you're renting (*post-probation*)
- Free sanitary products for all employees across our sites
- Free entrance to many major museums and exhibitions
- Benefits platform offering discounts at major retailers
- Socials events, such as staff summer and Christmas parties
- An Employee Assistance Programme – free and confidential services to provide support
- Tickets to V&A exhibitions for you, your friends or family + 25% discount on V&A shops and cafes



What next

Apply here [Vacancies at the V&A · V&A](#)
Application Deadline DATE

We operate anonymous shortlisting at the V&A. This means that the manager cannot see your name, contact information, or equality data when shortlisting your application.

We are a Disability Confident Employer offering guaranteed interviews to those who declare their disability and meet the job criteria under the Disability Confident Scheme.

Interview days TBC
Potential Start Date 1st June 2025

Any Questions?
Contact our Recruitment team at careers@vam.ac.uk



Thank you

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V&A