

# Head of Product Engagement

## Full Time

## Description of the role and Person Specification

Department/Location:	Accounts & Community Team / London (Manchester and UK-wide)
Reporting to:	Chief Technology Officer
Hours of Work	Full Time
Salary Range:	£37,500 to £39,500 (plus London weighting of £2,500 where applicable) dependent on skills and experience.

Deadline for applications: Tuesday 3<sup>rd</sup> April 2018 at 12.00pm.

For full job and application details, visit:

<https://www.theaudienceagency.org/careers>

Interviews are planned for week commencing 9<sup>th</sup> April 2018 in our London office. Please see the Application Form for information about how to apply; contact us on 0161 234 2956 or [jobs@theaudienceagency.org](mailto:jobs@theaudienceagency.org) if you require this information in **an alternative format**.

## Background to the post

The Audience Agency operates one of the largest cultural data programmes in the world, with nearly 1,000 organisations using [Audience Finder](#) and related products. 4-year “Sector Support” funding has now been confirmed for Audience Finder from Arts Council England and a new programme of growth and development is planned as a result. This includes providing an extended range of products to users and ensuring a truly excellent user experience.

Alongside its free products, The Audience Agency offers a wide range of paid-for enhancements and new products which respond to users’ needs and are essential to our business model. The Head of Product Engagement will be responsible for engaging users with our full range of products to ensure that clients make best use of the both free and paid-for offers.

This new role will oversee the development of a new team which will play a key role in the resilience and sustainability of the organisation, and in delivering value to our users and stakeholders.

## Summary of Role

The Head of Product Engagement will shape and lead a team of highly motivated account managers to increase the uptake of TAA products and maximise their value to users. Account Managers are responsible for introducing users to relevant products and ensuring they are used to best effect, gathering feedback from users and articulating their needs in ongoing product development.

The Head of Product Engagement role carries responsibility for targets to manage and grow accounts, for free, funded and paid-for products. It will also contribute to product development through helping manage a user-centred design process. This is a varied and challenging role that requires a solid understanding of the use of data and insight in audience and strategy development. It is highly consultative and collaborative, working with both clients and TAA colleagues to adopt, adapt and apply TAA products.

The successful candidate will have a combination of cultural sector knowledge, consultative selling experience, and a combination of other skills and experiences including arts marketing, consulting, solution design, program delivery, and project management.

### Primary Responsibilities

- Lead the Product Engagement Team
- Formulate, deliver and oversee prospect development plans, maintaining an expansive network of users and contacts
- Work alongside the Platform Director, Head of Products and Chief Technology Officer to ensure the dynamic development of product features and sales and an excellent user experience
- Ensure TAA delivers on ambitious targets for engagement with free products and sales of paid-for ones
- Plan and implement strategic ROI focussed marketing campaigns to achieve sales targets and client objectives for a range of cultural organisations.
- Report regularly and effectively to the Executive and Board

### Lead the Team

- Set and monitor team and individual performance and sales targets
- Line manage all account management roles (currently 3)
- Work with the rest of the Platform & Products leadership to develop the strategy
- Ensure the team are well briefed and using systems effectively
- Plan training and personal development for the team
- Follow the line management framework and encourage other line managers to do so
- Develop the prospect list (funding and sales priorities)

### Account Management

- Model good practice in account management, working with a broad range of organisations
- Create and manage user development plans, create new business targets and key accounts
- Understand customer requirements and needs to offer suitable solutions
- Record all sales activity in the CRM and sharing accurately and effectively with the relevant team members
- Serve as the point of contact for customers in your portfolio
- Ensure the timely delivery of products to clients
- Resolve issues to maintain and strengthen customer trust

### Campaign Direction

- Plan and budget campaign supporting sales
- Commission and brief the Communications Unit to provide collateral

### Business and Relationship Development

- Ensure excellent sector relationships
- Develop prospect lists
- New business development, through maintaining existing relationships, and identifying potential clients
- Attending conferences and other networking opportunities as required as required
- Work in close collaboration with the bespoke business development team

### Senior Management Team

- Report regularly and efficiently on operational and strategic progress
- Co-develop organisational strategy and financial plans

### The Audience Agency as a learning organisation

All staff are required to

- Take an active part in all team planning, learning and training
- Train and coach other members of the research team as required
- Share internally the insights and learning gained from research projects and client work
- Contribute to developing a cross-functional, collaborative style of working
- Be aware of and act within TAA's Equal Opportunities and Diversity policies
- Be aware of TAA's values and to conduct activity in their spirit

## Additional job details

### Progress Monitoring

In accordance with standard business practice this role is subject to the successful completion of a three-month probationary period. During this period, we will review with you your on-going performance and suitability for the post.

### Salary

The post is offered on a permanent basis at an annual salary of £37,500 to £39,500 (with London weighting £40,000 - £42,000, where applicable) dependent on skills and experience.

### Location

The role requires frequent travel across the country and within London, plus regular travel to our Manchester office and other parts of the UK as appropriate. The post-holder would be expected to be available in the London office at least 2 days per week but could work from home outside London or from the Manchester office.

### Hours

Working hours for this role are 5 days (35 hours per week/7 hours a day) which can be worked flexibly in agreement with your line manager. The normal working day includes one hour for lunch (unpaid). The Audience Agency will try to be flexible and understanding in allowing staff to adopt hours which suit individual circumstances as long as these hours do not affect work effectiveness.

### Holiday

The leave entitlement is 25 days per annum. Public/Bank holidays are in addition to this personal leave entitlement.

### Pension

The Audience Agency has a workplace pension scheme in line with current legislation. You will be provided with details of this scheme directly by the pension provider. Automatic enrolment into this scheme commences after three months in employment. Employees may opt out of this scheme if desired.

### Contract

The post is offered on permanent and full time.

## Person Specification

The successful candidate will have the following experience, knowledge, qualities, qualifications and skills (E= Essential / D= Desirable):

### Experience

- E At least 5 years' experience in a marketing or sales role (either within an agency, for a producer or a venue).
- E Extensive understanding of the needs of cultural organisations and in particular marketing, engagement professionals and general managers
- E Demonstrable experience in negotiation and meeting client requirements
- E Solid understanding of budgeting and reporting on progress
- E Knowledge of performance evaluation techniques and metrics
- D Proven experience as an **account director/head of accounts** or similar position
- D Experience as a trainer, or offering customer support

### Knowledge

- E The workings and practice of the UK cultural sector
- E Understanding of consumer research methodologies and practice
- E Strong professional network and brand profile
- E Understanding of good practice in audience engagement, development, and marketing
- D Working knowledge of Audience Finder tools and products

### Personal Qualities

- E Outstanding organisational and leadership skills
- E Excellent communication and interpersonal abilities
- E Aptitude in fostering long-term relationships
- E Able to motivate and inspire
- E High attention to detail and ability to schedule and prioritise complex workloads
- E Self-motivated, inquisitive and able to act on own initiative

### Qualifications

- D Business management or sales

### Skills

- E Excellent negotiation skills
- E Use of data, insight and research findings at a tactical and strategic level