

Chief Technology Officer

Full time – Permanent Contract

Description of role and person specification

Deadline for applications: 29th June at 12 pm

For full job and application details, visit www.theaudienceagency.org/careers

Interviews will take place, at our London office, on dates to be confirmed.

Please see the Application form for information about how to apply; please contact us on 0161 234 2956 or jobs@theaudienceagency.org if you require this information in an **alternative format**.

The Audience Agency

The Audience Agency is the national authority on audience behaviour and strategy. We are an experienced team of specialists working in the arts and cultural sector that provide a wide variety of audience insight, research and consultancy services. As a thriving, fast growing not-for-profit organisation we work with hundreds of clients that are comprised of organisations of all sizes across the sector, providing sound advice, cutting-edge intelligence and breakthrough ideas to develop and grow their audiences.

For more information about our organisation see www.theaudienceagency.org

Background to the post

The Audience Agency is a leading force in the development of an intelligent data culture in the arts and cultural sector. As a not-for-profit organisation funded by Arts Council England (and through providing commercial information services to the arts sector), it operates one of the largest cultural data programmes in the world - nearly 1,000 organisations use [Audience Finder](#) and related products. The 4-years of “Sector Support” funding that has now been confirmed for Audience Finder from Arts Council England has kick-started an ambitious new programme of growth and development.

Beyond the data itself, in the words of the Department for Digital, Culture, Media & Sport's *Culture Is Digital* white paper, we wish to use "technology to drive audience engagement, boosting the digital capability of cultural organisations and unleashing the creative potential of technology." The Audience Agency's partnerships with the BBC, Nesta and The Space cornerstone out commitment to this objective.

We have great ambitions for our unique platform and are seeking a CTO who can develop and deliver a fresh vision to transform both The Audience Agency and the sector at large. In developing a unique business model, building on our current value and success, we anticipate that our platform will become the *go-to* place for cultural agencies seeking data solutions, and for developers wishing to bring new products to the cultural market.

Plans include outbound integrations with existing major arts and culture technology suppliers in listings, ticketing and marketing to complement our existing inbound integrations. We don't just seek to add value to the existing players but are already in discussions with start-ups and other innovators looking to make the discovery and purchase of, and subsequent engagement with, cultural products seamless and integrated with customers' lives.

This new role will oversee the establishment of The Audience Agency as a platform business, leading the strategic development of technology within the organisation to deliver value to our users and stakeholders.

The CTO will be responsible for keeping THE AUDIENCE AGENCY at the forefront of technology and engendering a culture of innovation and user-centred design. They will be responsible for engaging users with our full range of products to ensure that clients make best use of both the free and paid-for offers. This includes providing an extended range of data products to users and ensuring a truly excellent user experience.

This role would suit a creative and ambitious technologist who:

- has an interest in the arts and culture sector,
- has experience of setting up a managed data and platform service, or managing a product portfolio based on a consumer data platform,
- has technological knowledge of a DaaS/PaaS environment,
- wants to develop their career in a more strategic and commercially oriented role, and
- is looking for an opportunity to grow their professional profile.

Summary of the role

Primary Responsibilities

- Lead the strategy for development of technology platforms, DaaS and PaaS, big data and other products, including securing the required investment and revenue, to establish THE AUDIENCE AGENCY as the critical data platform for the cultural sector.
- Drive THE AUDIENCE AGENCY's technology standards, practices and plans:
 - Create overall technology standards and practices and ensure adherence.
 - Consolidate our technology platforms and create plans for each, ensuring that technology solutions meet current and future needs.
 - Keep abreast of new trends and best practices in the technology landscape.
- Set and manage annual operating and capital budgets and targets.

Management and leadership

- Support and oversee the effective management of owned and contracted infrastructure to maximise efficiency and to meet financial targets.
- Represent the technological agenda in meetings and when making hiring decisions.
- Set technology performance metrics, including with our many suppliers and contractors.
- Take an active role in executive and senior management meetings.

PaaS/DaaS Products

- Lead on the selection and delivery of new products, integrations and enhancements working closely with the sales, marketing and operations teams.
 - Develop partnerships with developers and suppliers to make this happen.
 - Take overall responsibility for the product lifecycle to reduce time to market, efficiency of delivery and product quality.
 - Understand our customers, markets and competitors and put our users at the centre of our design and development processes.
 - Help us overcome the complexity and engineering challenges of developing new products.
 - Identify potential sales opportunities and revenue contributions.

Profile and Positioning

- Develop awareness and positioning of THE AUDIENCE AGENCY's platform.
- Ensure excellent sector relationships within relevant industries.
- Develop new business through maintaining existing relationships and identifying potential clients.
- Attend conferences and other networking opportunities as required.
- Work in close collaboration with the bespoke business development team.

The Audience Agency as a Learning organisation

All staff are required to:

- Take an active part in all team planning, learning and training
- 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 THE AUDIENCE AGENCY's Equal Opportunities and Diversity policies
- Be aware of THE AUDIENCE AGENCY'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

Dependent upon 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 otherwise 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 as permanent and full time, but with scope for flexibility for the right candidate.

Person Specification

The successful candidate will have the following experience, knowledge, qualities, qualifications and skills.

Requirements

- Proven experience in a leadership role in a technology organisation - in Product Management or in DaaS/PaaS strategy and delivery management
- Knowledge of technological trends to build strategy
- Understanding of budgets and business-planning
- Ability to conduct technological analyses and research
- Excellent communication skills
- Leadership and organizational abilities
- Strategic thinking
- Problem-solving aptitude
- Educated to degree level; MBA or other relevant graduate degree is a plus