

## Recruitment Pack

# Community Manager (Maternity Cover)

### Part time

#### Applying for this post

Please note that recruitment for this position has been postponed due to developments with COVID-19. In the meantime, if you have any questions about this role, or how to apply, please email Chris France, Head of Products Accounts on [chris.france@theaudienceagency.org](mailto:chris.france@theaudienceagency.org).

For full job information and application details, visit

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

Please contact us on 0161 234 2956 or [jobs@theaudienceagency.org](mailto:jobs@theaudienceagency.org) if you require this information in **an alternative format**.

#### Background of the role

This is an exciting time for The Audience Agency, supporting close to 1,000 organisations to become more audience focussed through [Audience Finder](#), one of the largest cultural data programmes in the world. In the last year, we have confirmed funding until 2021/22 from Arts Council England, Arts Council of Wales and Creative Scotland and a new programme of growth and development is planned as a result.

We are now seeking to appoint a maternity cover for a **Community Manager in Wales** on a 6-month contract to manage and develop community of users within Wales and make the most of the Audience Finder free services and our growing range of paid-for enhancements and support.

#### Summary of the role

The Community Manager will help our clients in Wales to use Audience Finder and the wider product portfolio, to help them become more data-driven in their approach to their work.

This role is focussed on account management of the key organisations within Wales cross-artform, to generate income, insight and influence, deliver Audience Finder In Practice sessions to individuals and groups and gather feedback from the community to articulate the needs of product/service development, referring other opportunities to colleagues where applicable.

This is a targeted and focused short-term role, that requires a solid understanding of the use of data and insight, audience strategy, advocacy and tactical marketing, as well as an engaging manner. It is highly consultative and collaborative, working with both clients and TAA colleagues to adopt, adapt and apply TAA products to your account portfolio.

### **Working Arrangements**

We invite applications for a part time postholder with Welsh language skills level 2 or higher, on either a 3 or 4 day a week contract for an initial 6 months. The role is available on a home-based contract with occasional office working (in London or Manchester), but will involve regular travelling to visit across to clients and funders.

## Job Description and Person Specification

The Community Manager role will account manage key arts organisations within Wales and support the delivery of the Arts Council of Wales contract. This includes responsibility to build awareness of and engagement with the free, funded Audience Finder programme, with performance targets reflecting this.

### Key Result Areas

- Develop and manage relationships with an identified range of individual clients and user groups within Wales as part of an established account portfolio.
- Introduce users and user-groups to free and paid-for Audience Finder/ other product-based services.
- Oversee set-up and induction of Audience Finder, supporting users to apply tools and insights where appropriate through In Practice sessions, and other training or support activity.
- Help to onboard new welsh organisations onto Audience Finder.
- Identify opportunities for further bespoke sales with clients referring prospects to colleagues within the wider organisation.
- Work closely with other senior staff to enable dynamic development of products and services for the sector.
- Ensure an excellent user experience through expert account-handling, product delivery, and product management.
- Present insight in a range of settings in an engaging and informative way, including at client meetings and TAA events.
- Deliver one-to-one support sessions in relation to the implementation of insight, such as Audience Finder in Practice sessions.
- Represent TAA in key networks and partnerships, especially those related to the sector or geographical where leads.

### 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
- In particular, further TAA's aims to become more user-focused

## Person Specification

### Knowledge and Experience

- Experience in and understanding of audience development within the arts, cultural or heritage sector, including good practice.
- Extensive understanding of the needs of cultural organisations and in particular marketing, engagement professionals and general managers
- Experience in sales/ account management.
- Knowledge of the issues facing the UK cultural sector.
- Strong professional network and personal profile, ideally within Wales.
- Understanding of consumer research methodologies and practice
- Working knowledge of Audience Finder tools and products desirable

### Skills and Attributes

- Demonstrable ability to set up and manage projects.
- Outstanding organisational skill, including attention to detail.
- Excellent communication skills, written and verbal
- Demonstrable ability to develop and foster relationships with a range of individuals, groups and organisations.
- Ability to lead, influence, motivate and inspire individuals and groups.

- Ability to schedule and prioritise complex workloads
- Ability to negotiate contracts
- Demonstrates ability to reach challenging targets.
- Ability to use data, insight and research findings at a tactical and strategic level

### Personal Attributes

- Self-motivated, inquisitive and able to act on own initiative
- Welsh language skills (level 2 or above)

## Terms and Conditions

### Salary, Term & Contract

The posts are offered at a salary of pro-rata £29,000 - £31,000 (pro rata) dependent on skills and experience.

### Location

This post can be home-working; but will be expected to attend team meetings and regular briefings in London and Manchester offices. The postholder will be expected to be based at a meeting Hub in the North and South of Wales at least twice a month. An annual travel budget is available.

### Hours

We are seeking either a part time post holder (3 or 4 days/24-32 hours per week) with Welsh language skills level 2 or higher.

Standard FTE hours are 5 days (35 hours per week) which can be worked flexibly to balance the needs of clients and manageability of workload. Core office hours are between 10.00am and 6.00pm daily. 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 plus Public/Bank holidays (pro rata for part-time).

### 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.