

# Recruitment Pack

## Consultant – Marketing Specialist

**Department/Location:** Research & Consultancy  
**Reporting to:** Consultancy Business Director

### Applying for this post

**Please note:** 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 Penny Mills, Chief Consulting Officer on [penny.mills@theaudienceagency.org](mailto:penny.mills@theaudienceagency.org).

Don't forget to tell us why you're interested in the role and make why you think you're a good match stand out. Please contact us on 0161 234 2956 or [jobs@theaudienceagency.org](mailto:jobs@theaudienceagency.org) if you require this information in an **alternative format**.

For full job information and application form, visit <http://www.theaudienceagency.org/careers>. Please note that CVs will not be accepted.

### Background of the role

The Audience Agency is an independent charitable consultancy and a Sector Support Organisation funded by Arts Council England. We are an experienced team of arts, heritage and culture specialists that provides a wide variety of consultancy and research services. As a thriving, fast growing not-for-profit organisation we work with hundreds of clients that are comprised of organisations, collaborations and agencies 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 and team please see [www.theaudienceagency.org/about](http://www.theaudienceagency.org/about)

The Research and Consultancy Team consists of a network of experts working across artforms, heritage and the cultural sector, specialising in everything from digital engagement and policy, learning and participation, placemaking to access and inclusion. The range of consultancy services we offer includes:

- Supporting the development of and designing marketing and audience development plans, with a focus on practical implementation
- Data analysis and reporting using several data sources
- Research and evaluation
- Training
- Facilitation, network support and monitoring.

We have offices in London and Manchester where you could be located, however we require someone who is able to travel extensively across the UK and occasionally internationally.

## Job Description and Person Specification

### Job purpose

- To provide a range of consultancy and support services to arts and cultural organisations on marketing and audience development
- To make practical recommendations for marketing, communications and audience development using data and insight.

## Key results areas

### Consultancy

- To deliver a range of consultancy services which support organisations in the arts, heritage and cultural sectors to deepen their engagement with audiences, develop organisational resilience and public impact and support them to build their skills and practice.
- To design, manage and support key marketing and audience development projects and initiatives to enable clients to build reach, resilience and relevance.
- To support clients to use or embed Audience Finder as a tool to enable them to understand, compare and apply audience insight.
- To deliver high quality consultancy to clients, managing projects in such a way that they are delivered on time, to budget and to agreed standards.
- To provide relevant information for clients, including written reports and verbal presentations, which are engaging and insightful, meet their expectations, in line with TAA's ambition and purpose.
- To support the development of the service by cultivating clients and preparing business proposals and presentations for bespoke pieces of consultancy.
- To achieve individual targets and contribute to team income targets, creating a proactive approach to prospecting and securing new work.
- To work within our consultancy approach and framework, making the most use of our systems (such as the CRM) and use agreed processes and systems for consultancy

### Stakeholder Relations

- To represent the company externally to clients, strategic partners, funders and policy makers as required with the aim of enhancing TAA profile.

- To be responsible for creating positive relationships with prospective clients, representing TAA at network events and conferences and building networks within the creative and cultural sector.
- To contribute to TAA and/ external events, as a speaker/ facilitator at conferences if required or by aiding colleagues.
- To work with the communications team to develop positioning content and contributing to communications and marketing plans.

## General

- To ensure all work undertaken is compliant with GDPR and other relevant legislation
- To provide relevant content and resources for The Audience Agency website, general newsletter and other communication channels.
- To model best practice in diversity and inclusion.
- To take an active part in all team planning, learning and training.
- To share internally the insights and learning gained from your work.
- To contribute to developing a cross functional collaborative style of working.
- To be aware of The Audience Agency's values and to conduct business with clients in their spirit.

For more details of the specific role please contact Penny Mills via email: [penny.mills@theaudienceagency.org](mailto:penny.mills@theaudienceagency.org).

## Person Specification

### Knowledge and Experience

- Understanding of up-to-date practice in audience development and marketing, ideally within the cultural or wider creative sector.
- Familiarity with the Audience Finder platform.
- Practical marketing experience using a range of channels and media.
- Excellent knowledge of the cultural sector - specifically marketing in ticketed and/or non-ticketed organisations.
- Understanding of the barriers that prevent potential audiences engaging with arts, heritage and culture.
- Knowledge and understanding of research and evaluation methods.

## Skills

- Ability to communicate and engage with stakeholders both written and verbal.
- Ability to understand clients' needs and to develop and deliver appropriate solutions.
- Demonstrable ability to analyse, interpret and apply research data.
- Excellent project management skills.
- Proven high level ability in organisational consultancy and facilitation e.g active listening and thinking on one's feet.
- Ability to work on own initiative as well as a member of a team.
- Excellent organisational skills.
- Proven ability to deliver on time, to budget and to a high standard.
- Ability to build networks and develop strong relationships with the cultural sector and wider creative industries.
- Strong IT skills.
- Ability to develop, understand and manage budgets.
- Demonstrable interest in TAA work.

## Personal Qualities

- Able to demonstrate a solution focused collaborative approach to working - especially cross team.
- Ability to demonstrate high level of EQ.
- Willingness to continue professional development.

## Additional Job Details

### Salary, Term & Contract

The post is offered on a permanent full-time contract, although part-time would be considered for the right candidate. The role is offered at an annual salary of £29,000 plus London Weighting for staff members based in our London office.

### Location

The role has a national remit and successful candidates will be expected to travel extensively across the UK. Therefore, this role can be based anywhere in England. There are offices in London and Manchester where you would be expected to travel to at least once per week.

### Hours

The role is offered full time basis, which is 35 hours across 5 days per week. Core office hours are between 10am - 6pm daily, although hours for this role may vary depending on project need.

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.

### 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.

### Holiday

The leave entitlement is 25 days per annum pro-rata. 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.