

Consultant

(Digital Inclusion in Culture)

Job Description, Interim Role, (possible option to extend)

Department & Location:	Consultancy Home working with occasional travel to office (London or Manchester)
Reporting to:	Chief Consultancy Officer
Responsible for:	Delivering consultancy
Hours of Work	35 hours per week
Contract	Interim Role May 2021 - March 2022
Salary Range:	Circa £29 - £31k dependant on experience, skills and location
Summary of Role	Managing a major project and delivering consultancy

Context

The focus of this role is to manage a major project - 'Digitally democratising archives' funded by The National Lottery Heritage Fund alongside delivering consultancy for a range of creative and cultural client organisations. The role will work closely with the lead consultant for 'Digitally democratising Archives', Katie Moffat Head of Digital, and be responsible to the Chief Consultancy Officer, Penny Mills, while also working on projects independently or with other members of our consultancy and research teams. We are appointing this post to support our service delivery in response to the current demand and to add capacity to effectively deliver the 'Digitally democratising archives' project.



We are looking to increase capacity, initially in the short term, as the sector starts to re-open and re-orientate following the Covid-19 pandemic. The level of responsibility and range of projects will depend on the experience and skills of the post-holder.

The Audience Agency

is a not for profit organisation and is the national authority on cultural audiences. We are an experienced team of arts and culture specialists which provides a wide variety of consultancy and research services. As a not-for-profit organisation we work with hundreds of cultural organisations of differing sizes and different disciplines, offering intelligence, research and strategy that will help them develop and grow their audiences.

The work of the Consultancy team is multi-disciplinary covering a wide range of projects for individual organisations across the UK and internationally alongside complex multi-partner collaborations and longer-term projects of national significance. Much of the work is providing support to enable organisations to thrive and deliver public engagement which is relevant. The consultancy team work closely with the TAA research team to deliver projects for clients.

We believe that cultural and creative service-providers can achieve more and more equitably through confident insight-driven strategy, people-centred approaches, innovation, co-operation and ethical use of data.

Our purpose is to foster these approaches with our data, insight and knowledge to help:

- *reach more people and address equality of access*
- *offer more relevant creative opportunities*
- *build more creative places*

Key Responsibilities

Consultancy and support services

To manage contracts with cultural and creative organisations to deliver a range of participation, audience development and place-based activities, designing and implementing interventions as appropriate, including

- Devising research and evaluation, analysing and interpreting data and research findings working with the TAA research team
- Developing strategies and plans
- Report writing and making recommendations

- Design and advise on projects with outcomes linked to inclusion or social justice
- Facilitation and presentations

Specific Project: Digitally Democratising Archives

The Audience Agency will be delivering a collaborative digital project across the archive sector, funded by National Lottery Heritage Fund Digital Skills Connected Heritage. The theme is to upskill the archive sector in democratising archives through digital tools, enabling community access and involvement with archives. Working with The National Archives, the centrepiece of the programme will be 10-15 action research projects, where different types of archives across the UK will develop and deliver a range of live digital engagement projects. Supported throughout with a programme of mentoring, training and sharing events, the action research projects will equip archive practitioners with the digital skills to engage a diversity of people with archives and will upskill and empower communities to add their voices to the historic record.

This role includes the coordination of this project including the following:

- 3-4 days per month on average from May 2021 to March 2022, with some busier periods.
- Supporting the Project Lead, Katie Moffat, Head of Digital, and other members of the TAA delivery team. Areas of responsibility will be:
 - Coordinating a steering group.
 - Coordinating an open call for projects.
 - Supporting 10-15 projects through coordination of mentoring, training workshops and reflective learning sessions.
 - Coordinating four sector learning events.
 - General project management keeping the project on time and to budget.

N.B: depending on skills and experience, there may be other aspects of this project which this role could deliver.

Project Management

To project manage, including planning and monitoring resources effectively, ensuring projects are delivered on time and within budget, including:

- contributing to the updating and development of team resources, systems and processes, including the CRM.

Business Development

To represent the company externally to clients, strategic partners, funders and policy makers as required, and help cultivate those stakeholders.

To support in:

- delivering and developing training events and workshops for a range of clients.
- prospecting and securing new work
- developing and collating content and resources as required for The Audience Agency website, newsletter and other communication channels, in conjunction with the Marketing and Communications team.

The Audience Agency as a learning organisation

- 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 and act within the guidelines laid out in The Audience Agency Equality, Diversity and Inclusion policies
- To be aware of The Audience Agency's values and to conduct business with clients in their spirit

Person Specification

Knowledge and Experience

- Understanding of up-to-date practice in audience development and digital engagement.
- Excellent knowledge of the cultural sector, cultural policy and wider creative sector.
- Understanding of equality, diversity and inclusion, especially ref. digital engagement
- Experience working on cultural projects linked to a social justice or inclusion agenda
- Solid understanding of the use of data and insight in strategy development.
- Familiarity with the Audience Finder platform and use of Audience Spectrum (desirable)

Skills

- Proven ability in organisational consultancy and facilitation from a user-centred perspective



- Ability to understand clients' needs and to develop and deliver appropriate solutions.
- Ability to analyse, interpret and apply research and data from a range of sources.
- Ability to embed diversity and inclusion into TAA work
- Ability to work on own initiative as well as a member of a team.
- A solution focused collaborative approach to working - especially cross team.
- Excellent communication skills, written and spoken, and ability to engage effectively with different stakeholders.
- Excellent organisational skills, and ability to prioritise.
- Creative approaches to workshop design and delivery
- Proven ability to effectively manage projects and deliver on time, to budget and to a high standard.

Personal Qualities

- Adaptable and open to change
- High level of EQ.
- Interest in TAA's work and purpose.

Additional information

Progress Monitoring

In line with standard business practice, this role is subject to the successful completion of a 3-month probationary period, during which performance and suitability will be reviewed

Location

The post is based at home with some travel anticipated, including to our London or Manchester offices.

Hours

Core working hours for this role are 35 a week which can be worked flexibly in agreement with your line manager. Usual office hours are between 10am and 6pm with one hour for lunch (unpaid). We 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.

TO APPLY

Please provide a CV together with a covering statement (of no more than 2 pages in length) detailing your skills and experience as evidence of how you match the “Person Specification”. These should be emailed to jobs@theaudienceagency.org

We also ask you complete a diversity monitoring form with your application, which you can [find here](#).

You may also contact **Penny Mills, Chief Consulting Officer**, if you wish to discuss the role, at penny.mills@theaudienceagency.org.

