

# Application Pack

Senior Consultant:

Participatory Practice, Co-creation  
and Evaluation

The Audience Agency

## About The Audience Agency

### Mission & Purpose

We believe that taking part in cultural activities and having opportunities to exercise our creativity are important to our wellbeing and personal resilience. Genuinely equal access to these opportunities is a matter of social justice. It is important in building a fairer society, stronger communities, equitable regeneration and positive civic change. A fairer, more equal cultural sector is also richer, more sustainable and more relevant.

Our mission is to inform and nurture the behaviours that cultural and creative organisations need to become democratic and relevant, such as using robust evidence and data ethically and with confidence, taking a people-centred approach, being able to innovate and co-operate

**Our purpose is to use our data, insight and knowledge to help the sector:**

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

### Values

#### People First

We believe in putting people at the centre of the mission and plan. We seek to be user-centred, to promote people-centred approaches, and to put our own people first. We support organisations to do more with and for people furthest from opportunity.

#### Open & Accessible

We seek to be inclusive and respectful of difference in our work with audiences, clients and staff. We prioritise work to enable cultural activity to be more inclusive. We are committed to open data principles.

#### Connected

Working collaboratively across our network is what makes us special. We invest in partnerships for coherence, impact and shared learning.

#### Trustworthy

We aim to be transparent and accurate, to act with confidentiality and strive for robust results. Our commitment to quality is reflected in our charter and standards.

## What we Do

We work with arts, cultural, heritage and creative organisations to help them understand their audiences, develop their strategy and evaluate their activities.

We also work within the wider creative economy on the development of longer-term cultural strategy and policy.

We do this through a mixture of off-the-shelf products and services and [bespoke research and consultancy](#).

We are the developers and custodians of [Audience Finder](#), the free national audience data and development tool and service, which allows organisations to understand, compare and apply audience insight.

If you would like to find out more about our work and what we do, go to <https://www.theaudienceagency.org/about-us>

## Role Description – Senior Consultant

### Context

We are currently reframing our service offer to respond to the changing needs across the sector, and to support the recovery and development of our stakeholders.

You will join a team of specialists providing a wide variety of consultancy, research and evaluation services to the arts, heritage and culture sector and wider creative industries. Our specialisms cover audience development, digital engagement, co-creation, participatory practice, learning, access, inclusion and placemaking.

### Job Purpose

This role will provide expertise and leadership in co-creation and participatory practice and evaluation, working with clients seeking to collaborate with their communities and increase the diversity of their stakeholders. You will enable the practice of working “with, by and for” to benefit specific groups, including (but not limited to) young people, families and communities with particular lived experiences.

You will work with a team of experienced consultants and researchers to deliver projects with and for arts, culture and heritage organisations helping them make steps towards realising their ambitions.

You will also contribute to our thought leadership; for example, by writing blogs, reports and delivering presentations to external audiences as well as developing our own practice as consultants.

## Key Result Areas

### Consultancy Delivery

*You will support clients to help them be resilient and thrive.*

- Design, manage and deliver consultancy and support services, including training, facilitation, and programme design.
- Work with colleagues to design research to deliver insights and evidence which catalyse change.
- Work with clients on projects to design evaluation and impact studies to report on social, economic and cultural outcomes as well as informing delivery of the projects through reflective learning.
- Provide practical and impactful feedback to clients, verbal presentations and/or written reports, which focus on interpretation of findings, context and recommendations.
- Ensure projects are managed effectively within an agreed framework, keeping within budget and delivering on time.
- Provide leadership in the continued development of the consultancy service and model best practice in your area of expertise.
- Provide line management, mentoring and support to staff to help them develop their skills and practice.

### Relationship Management and Business Development

*You will help The Audience Agency to maximise its earned income*

- Build and maintain relationships with clients and stakeholders in order to gain intelligence and knowledge of sector issues, to support development and provision of consultancy and other services.
- Provide intelligence/ insight for colleagues, contributing to a joined-up service between teams.
- Generate leads for new work, make connections with prospective clients and help to create a sales pipeline.
- Collate and draft proposals for new work and applications for funding.

### **Representation and Communications**

#### ***You will contribute to thought leadership within the sector***

- Represent The Audience Agency externally to clients, strategic partners, funders and policy makers as required, in order that its research is well publicised.
- Contribute to internal and external events, as a speaker at conferences and seminars, or by supporting colleagues.
- Provide relevant content and resources for The Audience Agency website, newsletters and other communication channels.

### **General**

#### ***You will support The Audience Agency to grow and develop***

- Keep abreast of trends and changes in the sector through continuing professional and personal development.
- To model best practice in diversity and inclusion.
- To model The Audiences Agency's values in all work with colleagues and clients.

## Person Specification

### Knowledge and Experience

- Experience and understanding of delivering impactful programmes or projects involving community engagement, co-creation and/or participatory practice.
- Experience of designing evaluation frameworks and plans; understanding up-to-date practice and methods for implementing evaluation including how to measure social and learning impacts of cultural and creative interventions.
- Understanding of research methods, quantitative and qualitative, and approaches to consultation.
- Understanding of evidence-based audience development.
- Understanding of the issues faced by the arts, culture and heritage sector.
- Understanding of the needs and interests of culturally underserved communities.

### Skills

- Ability to understand clients' needs and to develop and deliver appropriate solutions.
- Strong facilitation skills.
- Demonstrable ability in designing evaluation frameworks using a range of tools.
- Demonstrable skills in community engagement, co-creation and/or participatory practice.
- Demonstrable ability to analyse, interpret and apply data.
- Demonstrable skills in written communication including report writing which presents clear and accessible findings and narrative.
- Critical thinking skills and ability to develop and present reasoned proposals.
- Ability to influence and engage effectively with a diverse range of stakeholders and clients.
- Ability to and interest in identifying business opportunities.
- Ability to work on own initiative as well as a member of a team.
- Ability to manage, develop and support staff.

- Proven ability to deliver on time, to budget and to a high standard.

### **Personal Qualities**

- Able to demonstrate a solution focused collaborative approach to working - especially cross team.
- Ability to demonstrate active listening skills and level of self-awareness,
- Willingness to continue professional and personal development.
- Demonstrable interest in The Audience Agency's work and mission and ability to demonstrate values in own way of working.

## Terms and Conditions of Employment

### **Salary**

The role is offered at an annual salary of between £35k and £38k per year depending on the level and depth of experience presented.

### **Hours of Work**

The role is full time, 35 hours per week. We try to be flexible and understanding in allowing staff to adopt hours which suit individual circumstances as long as these hours do not affect delivery of required outcomes.

### **Location**

The roles will be home-based, with occasional travel to meet colleagues and clients, which may be across the UK.

### **Contract period**

The role is permanent.

### **Holidays**

25 days per year, plus 8 public holidays.

### **Progress monitoring**

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.

## Application Process

To apply, you will need to:

- send a written CV
- answer the following questions:
  - Why are you interested in the role and how would you contribute to The Audience Agency?
  - Provide two examples that you believe best demonstrates the key skills that you believe make you the right person for the role.
  - Complete a (separate) Diversity Monitoring form ([found on our website here](#)).

Your application will be reviewed on the basis of how well you demonstrate that you meet the criteria.

The style of application for the questions is up to you; for example, it could be a written statement, a recorded statement or some other creative application which you believe best demonstrates your talent for the role.

We are interested to hear from applicants from a range of backgrounds and with a variety of experiences. Currently our organisation is majority white, cis-gender and non-disabled. We believe our work will be stronger with greater diversity and welcome applications from those who bring difference.

If you wish to discuss this role in more detail prior to application, please contact Penny Mills, Chief Consultancy Officer, at [penny.mills@theaudienceagency.org](mailto:penny.mills@theaudienceagency.org)

Applications should be sent to [jobs@theaudienceagency.org](mailto:jobs@theaudienceagency.org)

**Deadline for applications:** 25 June 2021

**Proposed interview dates:** w/c 28 June 2021