

# The Audience Agency Services

## Context

TAA Tech Ventures (The Audience Agency Services Ltd) is a Tech4Good business - the innovation arm of non-profit UK-based The Audience Agency Group. We are entering an exciting new phase of our development, as we complete a major technology build programme and look to commercialise our audience data platform and related services, around the world. Our broader company vision is to use creative commerciality, people-centred approaches and rigorous research to drive innovation.

Our core product - Audience Finder - is a market intelligence and customer insight service used by most cultural organisations in the UK. It's evolving through a multi-year multi-£million investment to being a world-leading platform which arts, culture and heritage partners are using as the foundation of their own intelligence and insight services. Right now, we have commercial partners in Canada and Germany, with other countries and regions expressing keen interest.

Our UK platform already holds the largest cultural engagement dataset in the world. We're increasingly layering in additional datasets - financial, for example - alongside behavioural and demographic data to create even more actionable insights. As the data we hold goes global, we're on the lookout for new ways to create value for the cultural sector partners and policymakers that we serve.

## Role

We're looking for experienced executives or non-executives to join our board to help us scale-up Audience Finder internationally; to use our unique position and relationships to drive innovation in collaboration with others; and to bed in our new operating model, as a commercial venture within a non-profit group.

We're particularly looking for people with knowledge and experience in:

- Scaling up software- or data-as-a-service businesses
- Go to market strategies involving a diversity of licensees and strategic partners
- Growth - or transformation at scale - of intelligence, analytics or insight companies
- Research & Development or knowledge transfer in the creative, cultural or digital sectors
- Understanding the financial dynamics of - and ways to access new funding sources for - a business of our type and stage

UK and international reputation and connections in the following worlds would be most helpful:

- Tech and data ethics, including responsible innovation
- Tech and entertainment investors, accelerators, incubators and advisors
- Machine Learning or other Artificial Intelligence applied big data
- Academic and near-market research at the intersections in the creative economy

## Specific Duties

- You will have the normal statutory duties of a non-executive company director in using your responsible care, skill and diligence in setting the direction of the company, ensuring its compliance and signing off accounts and financial plans
- As one of the independent non-executives, you will be helping to help balance decision-making alongside the executive directors on the board between the interests of the company, its shareholder (The Audience Agency charity) and other stakeholders
- We will expect you to use your reputation, influence and connections for the benefit of the company - whilst always declaring any potential conflict in interest in your dealing with the company or others

## Terms of Appointment

- The appointment will be made initially for three years and board members are eligible for two consecutive terms of three years before retirement.
- No remuneration will be made, but reasonable travel and out-of-pocket expenses can be reimbursed where required.
- Directors are expected to attend Board meetings (currently quarterly), 'emergency' meetings and Annual General Meetings (which coincide with Board meetings). Board meetings are normally held at end of day on weekdays and are currently being held remotely, by Teams.
- Directors are also expected to attend relevant sub-committee meetings.
- The Audience Agency (the parent charity) holds an annual awayday to which Directors will be invited. This may include an overnight stay or be held at the weekend.

## How to Apply

Interested applicants should submit the following:

- A detailed CV setting out your career history, with responsibilities and achievements.
- A covering letter (maximum two sides) highlighting your suitability for the role. Please note that the covering letter is an important part of your application and will be assessed as part of your full application.
- Diversity monitoring form ([linked here](#)) - your data will be stored separately from your application and will at no time be connected to you or your application
- Details of two professional referees together with a brief statement of their relationship to you and over what period of time they have known you. Referees will not be contacted without your prior consent.

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

If you would like to discuss this role informally before applying, please email [carlene.mackenzie@theaudienceagency.org](mailto:carlene.mackenzie@theaudienceagency.org) who will arrange a conversation with Steven Parker, the Chair.

We are an inclusive organisation that supports a diverse range of people. We want this diversity to be reflected on our Board. We welcome applications from anyone regardless of their age, experience, sexuality, religion/beliefs, disability, ethnicity, heritage, gender and socio-economic background.

Shortlisted candidates will be invited to an interview with the Chair and Executive Director. Prior to a decision being made, prospective Board members will be invited to attend a Board meeting in an observer capacity.

Successful candidates will be recruited to start immediately.

An induction will be offered to all new Directors.