

# Role Description - Technology Marketing & Communications Associate

## About the Audience Agency Tech Ventures

TAA Tech Ventures is a Tech4Good social enterprise. Our products provide market intelligence and customer insight to creative and cultural operators of all kinds - from SMEs and charities to larger enterprises and public bodies - and those that fund and support them. We hold one of the world's largest cultural engagement datasets.

Our data and evidence underpin a viable future for these industries as well as representing the voice of current audiences as well as other citizens and taxpayers. Our tools and technologies automate the collection of data at an unprecedented scale for these sectors - and support informed strategic and tactical decision-making.

We're internationalising an approach and product - Audience Finder - born in the UK, carefully, to take account of the different social, economic and cultural contexts in different territories. We're also applying our innovation thinking and R&D techniques to related areas such as immersive media and mapping of the creative economy.

We are the enterprise arm of The Audience Agency, a UK charity whose mission is to support the reach, relevance and resilience of the arts, cultural and heritage sectors.

If you would like to find out more about our work and what we do, go to

<https://www.theaudienceagency.org/taa-tech-ventures>

### Focus markets and areas

- SaaS and DaaS - digital platforms, content, tools and technologies - Artificial Intelligence - immersive media - Research & Development
- Responsible innovation - technology and data ethics and governance - diversity and inclusion within digital and tech - Tech4Good
- National, regional and local cultural, creative and digital policymakers and funders internationally

### Role purpose

#### Marketing

- Development of collateral and advertising - for web, presentations, electronic documents - including commissioning of design and production where required
- Development of e-newsletter content and planner to Audience Finder and other digital innovation and R&D stakeholders
- Management of LinkedIn company page and company web pages - including commissioning, writing and editing of case studies, white papers etc
- Promote of events and communications with speakers and participants

## Communications

- Promotion of our stories to - and development and maintenance of lists and relationships with - press, media, investors, market analysts and other opinion former/influencer stakeholders
- Building our employer brand as a Tech4Good start-up to attract talent
- Development of 'lines to take' on topics which are a priority for us or being actively debated in our sectors

Alignment with and extending The Audience Agency comms team (focused on cultural sector and its development of audiences)

- Reusing and extending existing formats and templates
- Integrating lists and contact details with group-wide datasets
- Supporting TAA comms and marketing where they have a strong digital element

This role reports to the Chief Executive of TAA Tech Ventures and the TAA Chief Marketing Officer.

## Key Results Areas

- Pitch decks and e-brochures for Audience Finder directed at policy, technology, research and cultural stakeholders
- Case studies for Audience Finder and for key Innovation/R&D projects focusing on organisational, societal and economic impacts
- Enhanced profile of the business, executive team and board to investor and analyst community through press pieces
- Coordination and planning of marketing activities/content in close collaboration with the wider TAA comms team to ensure opportunities are maximised and aligned with wider comms strategy and schedule
- Measurement and analysis of this marketing and communication activity for impact

## Person Specification

### Experience, skills and knowledge

- b2b marketing of SaaS or DaaS and related research and consultancy services
- clear, modern, professional writing style suitable to these audiences, subjects and formats - and excellent editing and proof-reading skills
- contacts and relationships with press in the tech, digital, R&D media
- highly skilled with social media scheduling and monitoring tools
- organised and confident to lead planning

- able to interpret and present analytics and performance against KPIs
- ability to synthesise complex ideas spanning many disciplines into relatable stories
- power user of IT Microsoft Office and cloud collaboration tools
- interest in/awareness of the creative and cultural economy

## Terms and conditions of Employment

### Contract

This is a fixed term contract of one day a week up to March 2023.

### Salary

A suggested daily rate of £300 to £350.

### Application Process

To apply, you will need to send a written CV and covering letter to [jobs@theaudienceagency.org](mailto:jobs@theaudienceagency.org).

Your application will be reviewed on the basis of how well you demonstrate that you meet the person specification and the needs of the role. 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.