

# Application Pack

Consultant

# 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<sup>1</sup>

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](#), a 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

### Context

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.

### Job Purpose

Reporting to the Senior Consultant in Co-Creation and Participatory Practice, the focus of this role will be supporting on the development and delivery of our participatory area of work, collaborating with clients across the UK who are seeking to work with communities and increase the diversity of their stakeholders. You will enable the practice of working “with, by and for” benefit specific groups, including (but not limited to) young people, families and communities with particular lived experiences.

You will work on projects independently or with members of our consultancy and research teams.

The level of responsibility and range of projects will depend on the experience and skills of the post-holder.

## **Key Result Areas**

### **Consultancy Support and Delivery**

- Support the design and delivery of consultancy services, including programme design, facilitation, training and evaluation with a particular focus on community engagement, learning, co-creation and participatory practice.
- Work with colleagues and support with quantitative and qualitative research to deliver insights and evidence which catalyse change, including delivering in-person observations, interviews and other fieldwork.
- Provide practical and impactful feedback to clients, verbal presentations and/or written reports, which focus on interpretation of findings, context and recommendations.
- Ensure an excellent client experience.

### **Project and Client Management**

- To deliver efficient and effective project management on a range of projects, including producing project documentation, monitoring budgets, compliance with GDPR, and supporting with project delivery.
- Liaise with staff and associates on projects ensuring they are briefed on deliverables and milestones, changes in scope are communicated effectively across teams and tracking is in place to ensure deadlines are met.
- Act as a point of contact for clients in projects, managing their expectations in an effective way.
- Update client contact, organisation and project information and tracking using appropriate systems.

### **Relationship Management and Business Development**

- 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.

- Collate and draft proposals for new work and applications for funding.

### **Representation and Communications**

- 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**

- Attend and contribute to team meetings and the development of the Consultancy team.
- Work on selected internal projects and working groups.
- 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 community engagement, working in a participatory context and/or creative engagement work with schools/young people.
- Understanding of the needs and interests of culturally underserved communities.
- Understanding of the issues faced by the arts, culture and heritage sector in the UK and internationally.
- Understanding of research methods, quantitative and qualitative, and using digital tools and insights.

## Skills

- Proven ability in organisational consultancy or of working in a cultural setting to deliver projects that are people-centred.
- 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.
- 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.
- Excellent organisational skills, and ability to prioritise.
- Ability to demonstrate active listening skills and level of self-awareness.
- Proven ability to effectively manage projects and deliver on time, to budget and to a high standard.

## Personal Qualities

- Adaptable and open to change.



- Able to demonstrate a solution focused collaborative approach to working - especially cross team.
- 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.

## 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 from home but the postholder will be required to travel for projects across the UK.

### Hours

Core working hours for this role are 35 a week which can be worked flexibly in agreement with your line manager. 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

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. This could be examples of practical project work you have delivered with groups or creative evaluations you have produced.
- 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.

You may also contact Carly Henderson, Senior Consultant in Co-Creation, Participatory Practice and Evaluation, if you wish to discuss the role further ([carly.henderson@theaudienceagency.org](mailto:carly.henderson@theaudienceagency.org))

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

**Deadline for applications:** 3 January 2023. Interviews will be held on 18 January 2023.