



## Application Pack

Account Manager - Wales (Maternity  
Cover)

# 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](#).

Our work recognises that physical and digital engagement should be embedded strategically and that organisations need the capacity and skills to understand hybrid models of delivery and engagement.

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. <https://www.theaudienceagency.org/about-us>

## Context

The role of Account Manager - Wales at the Audience Agency reflects the importance of Wales in TAA's future strategy and increasing portfolio of project work within the Welsh cultural sector.

This is a varied and challenging role that requires a solid understanding of the use of data and insight in strategic partnerships, audience strategy and place making. It is highly consultative and collaborative, working with both clients and TAA colleagues to adopt, adapt and apply TAA products.

As this is a temporary position to cover maternity leave, the key result areas below have been prioritised for importance.

## Job Purpose

- To develop the Audience Agency business in Wales and to ensure that the strategic priorities and needs of organisations and funders in Wales inform the development of services and products for that country.
- To promote a Wales perspective within TAA's organisational culture, ensuring compliancy with Welsh Government policy and that TAA's work reflects the needs of nation-based stakeholders and clients in Wales in equal proportion to those elsewhere.

- To directly deliver any ACW funded service in Wales and report on that service.

## Key Result Areas

### Welsh Lead

- To gather information and intelligence about the issues, challenges and opportunities in the creative and cultural sector in Wales to help inform the development, communication and implementation of the service offer in Wales.
- To act as TAA's main client/user relationship lead in Wales, supporting users (individually or in collaborative groups and networks) to become more data-driven in their approach and to enable widening engagement.
- To lead on the relationship between TAA and Arts Council of Wales, understanding their immediate and future strategy, informing that strategy where appropriate with evidence and research.
- To manage and deliver the Audience Insight Wales funder plan and wider activity, within an agreed framework.
- To represent The Audience Agency externally to clients, strategic partners, funders and policy makers in Wales as required, in order that its research is well publicised.
- To develop and manage relationships with a diverse range of individuals, support agencies and other stakeholders, gathering feedback and articulating their needs to colleagues in TAA, in order to help inform ongoing product and service development.
- To deliver training, events, group support, solutions, reporting, project proposals, frameworks and consultancy to new and existing users.
- To take an active approach to communications and content development for Wales, including articles and case studies for the TAA website Evidence Hub, management of the Wales group within the online community platform and the creation of a quarterly newsletter for Wales
- To oversee TAA's compliancy with the Welsh Language Standards to ensure an excellent and consistent quality of Welsh language services to the sector, including managing relationships with translation services.
- To provide intelligence/ insight for colleagues, contributing to a joined-up service between teams, generation of leads to support the sales pipeline.

## General

- To 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

- Knowledge and understanding of the issues affecting the cultural sector in Wales
- Working knowledge and understanding of Audience Answers platform and products
- Experience and understanding of delivering impactful programmes or projects
- Understanding of good practice in audience engagement, development, and marketing
- Understanding of consumer research methodologies and practice

### Skills and Attributes

- Proficiency in the Welsh language
- Ability to understand clients' needs and to develop and deliver appropriate solutions, using a range of tools.
- Ability to use and understand data, insight and research findings at a tactical and strategic level.
- Demonstrable skills in developing relationships and partnerships.
- Outstanding organisational and leadership skills
- Demonstrable skills in written communication including report writing which presents clear and accessible findings and narrative.
- Excellent interpersonal skills with the ability to motivate and inspire others within and outside the organisation.
- Ability to influence and engage effectively with a diverse range of stakeholders and clients.
- Strong facilitation skills.

- Critical thinking skills and ability to develop and present reasoned proposals.
- Ability to and interest in identifying business opportunities.
- Ability to work on own initiative as well as a member of a team.
- High attention to detail and ability to schedule and prioritise complex workloads
- 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.
- Self-motivated, inquisitive and able to act on own initiative
- 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**

### **Contract**

The post is offered on fixed-term 7 - 9 month contract.

We will also consider applications from freelance contractors.

### **Salary**

The post is offered at the equivalent of an annual salary of £33,000.

### **Location**

The role is remote and the postholder can be located anywhere in the UK.

### **Hours**

At least equivalent to 3-4 days per week, but we are open to flexibility about the number of hours and the working arrangements.

### **Holiday**

The leave entitlement is 25 days per annum, pro rata. Public/bank holidays are in addition to personal leave entitlement.

### Pension

The Audience Agency has a workplace pension scheme in line with current legislation. Automatic enrolment into this scheme commences after three months in employment. Employees may opt out of this scheme if desired.

### Application Process

To apply, you will need to:

- send a written CV with a short covering letter about what interests you in this 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 person specification and the needs of 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 [nancy.sheterline@theaudienceagency.org](mailto:nancy.sheterline@theaudienceagency.org) (the current postholder)

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

Deadline for applications is 4 April 2023