



Application Pack

Customer Success & Sales Officer

About the Audience Agency

Our 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

Our 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, providing sector level insight to raise awareness of patterns of engagement and to identify trends.

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 Answers](#) product and service, the successor to the Audience Finder Data Tools in the UK, 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 – Customer Success and Sales Officer

Context

Audience Answers, the successor to the Audience Finder Data Tools in the UK, is a new suite of audience data and insight services, designed with and for the sector to help organisations use audience data in decision making. The offer begins with a mix of free services and a selection of paid-for options to pick and mix from. The Data and Product Services Team has been created to support and develop the platform, data and products.

Job Purpose

This role is a key part of the redeveloped Data and Product Services team. It is a busy “hands-on” role, working with the team responsible for designing, developing, delivering and selling the data tools to help cultural organisations understand and grow their audiences and revenues. The main focus is user engagement and sales of our new service portfolio, supporting customer success and delivery processes across all product-related services and related delivery.

This is a fixed term role until end of May 2024 and is an exciting opportunity to draw upon and develop customer service, research and product delivery skills.

Key Result Areas

- To be the first point of contact for customers, responding to enquiries regarding products and wider services via phone and email.
- To support sales of the Audience Answers products, including Audience Spectrum licensing, with the aim of increasing revenue from these services.
- To work with existing service users to create stronger engagement towards our product services and TAA's service portfolio more widely, ultimately increasing direct and secondary revenue to fulfil revenue targets.
- To provide support to clients to help them collect, analyse, and use their audience data, with a focus on services around Audience Spectrum.
- To support the outbound sales process for new product services where appropriate, including engaging, prospecting and pitching appropriate paid solutions to end users to achieve revenue targets.
- To refer enquiries from users about TAA bespoke services to the business development team
- To contribute to the development and implementation of metrics and targets to measure customer satisfaction.
- To support the flow, management and delivery of the wider customer success and support functions for the Audience Answers service, identifying lapsed customers and new prospects.
- To troubleshoot as appropriate, providing solutions or advice to clients where possible to challenges that may arise with data ingress and dashboard visualisations.
- To contribute to the design and delivery of specific development and service migration projects and components within the Audience Answers programme.
- To support the team in the ongoing development and delivery of the service, ensuring it meets quality standards and meets the needs of the users.
- To contribute actively to the management of systems, including updating The Audience Agency's CRM system and procedures.

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.

- Working within the wider Audience Answers and product unit, work to strategic revenue targets designated to grow the service unit.

Person Specification

Qualifications, Knowledge and Experience

Experience of working within a customer service, support or sales team, working to targets and KPI's., ideally in a B2B setting.

Knowledge of customer service processes and (ideally) support desk software.

Knowledge of the tech and ticketing suppliers for the UK cultural sector.

Knowledge of (or ability to learn) specialist software packages (e.g. Freshdesk, CRM software) and geo-demographic classification systems (e.g. Audience Spectrum, Mosaic, Acorn).

Skills and Attributes

High levels of customer service skills and professionalism in delivery.

Ability to generate new leads following focused marketing, upselling to existing users or cold-calling.

Demonstrable ability and confidence to present the benefits of paid services to users.

Ability to undertake consultative sales and upselling of new products.

Excellent verbal communication skills, on the phone and face to face.

Excellent written communication skills, including reporting.

Strong data management and analytical skills.

Critical thinking skills and ability to develop and present reasoned solutions.

Ability to demonstrate active listening and learning skills.

Ability to manage and prioritise workload across a number of different objectives and demands, in a busy environment.

Ability to work on own initiative as well as a member of a team and to demonstrate a collaborative approach to work.

Excellent IT skills including Excel, Word, PowerPoint.

Ability to display numerical confidence.

Ability to use systems, such as CRM, Teams etc.

Personal Attributes

An out-going and can do attitude, with a willingness to be agile when working internally and with clients and users.

Demonstrate a creative and adaptable approach

Willingness to continue professional and personal development.

Interest in The Audience Agency's work and mission, and an ability to demonstrate these values in own way of working.

Interest in arts, culture, and heritage.

Terms and Conditions of Employment

Contract

The post is offered on fixed term contract until 31 May 2024.

Progress monitoring

In accordance with standard business practice, this role is subject to the completion of a three month probationary period. During this period, we will review with you your ongoing performance and support requirements in the role.

Salary

The post is offered on a fixed term contract at the equivalent of an annual salary of £26,000-£30,000.

Location

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

Hours

35 hours per week which can be worked flexibly in agreement with your line manager.

The Audience Agency will try and be flexible and understanding in allowing staff to adopt hours which suit individual circumstances as long as these do not affect work effectiveness.

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 (max one page) 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 chris.france@theaudienceagency.org

Applications should be sent to jobs@theaudienceagency.org

Closing date is 2 June 2023. Interviews will be held on 7/8 June 2023.