

# Consultancy Manager

## Full Time – Permanent Contract

### Description of the role and Person Specification.

The Audience Agency, the leading audience development and insight agency in England and Wales, is recruiting for the position of Consultancy Manager. This essential role supports the business development activity of the agency and is a crucial member of the consultancy team. We are seeking an individual with excellent knowledge of the arts sector and experience of new business acquisition, proposal writing and pitch planning. Working with the Chief Business Development Officer, the role is instrumental in ensuring the continued success of the agency's bespoke services and its promotion to the sector.

All applicants must be confident communicators with the ability to think strategically, whilst at the same time be organised and operationally efficient. Experience of working within a business development setting is essential. The successful candidate will be required to spend at least one day per week in the London office. Other working arrangements can be negotiated and can include home-working or working from the Manchester office.

Deadline for applications: Monday 10 October 2016 - 12pm

For full Job and application details, visit:

<https://www.theaudienceagency.org/careers>

Interviews will take place the week commencing 17 October 2016 at our London office.

Please see the Application Form for information about how to apply; please contact us on 0161 234 2956 or [jobs@theaudienceagency.org](mailto:jobs@theaudienceagency.org) if you require this information in an **alternative format**.

## The Audience Agency

The Audience Agency is the national authority on audience behaviour and strategy. We are an experienced team of arts and culture specialists that provides a wide variety of consultancy and research services. As a thriving, fast growing not-for-profit organisation we work with hundreds of clients that are comprised of organisations of all sizes across the sector providing sound advice, cutting edge intelligence and breakthrough ideas to develop and grow their audiences.

For more information about our organisation and team please see [theaudienceagency.org](https://theaudienceagency.org)

## Background to the post

We are looking for an experienced and highly organised individual to support the business development function of the agency, combining the key skills and experience of understanding the sector and spotting new business opportunities, with good organisation and communication of the associated systems and resources used to run our effective UK-wide consultancy team.

## Primary responsibilities of the role

### Strategic business development

- Ensure the smooth running of the agencies cross-organisational 'Business Development Unit'. A central group, with representatives from various teams, that gather market intelligence, support and structure acquisition campaigns and generally maximise opportunities for an effective sales funnel
- Support the Chief Business Development Officer in ensuring there is a global view of the new business pipeline, targets and resources within the consultancy team at all times
- Support the Chief Business Development Officer and Heads of Consultancy in ensuring there is a smooth and effective triage of proposals and pitches - working to supporting the ethos of 'right work for the right teams'. This will include some proposal and pitch writing, as well as supporting others in this work, generally being a central resource to ensure maximum impact, consistency and quality
- Identify new opportunities and gather carefully considered insight and intelligence on trends within the sector that might lead to new business or give competitive advantage
- As well as the consultancy team, work closely with the communications and Audience Finder team in the Unit to ensure a steady two way flow of information

### Overall management and consultancy team support

- Subscribe to all relevant new business lists/networks to spot new opportunities
- Pull together and keep updated central resources that will help the bespoke consultancy team in their daily roles
- To maintain and maximise current use the The Audience Agency's CRM system, ensuring it is reaching its potential
- Work with clients and sector to ensure the right level of feedback is gained for existing or future work
- Work with the communications team to share news with all The Audience Agency staff (project wins, opportunities etc) and ensure joined up thinking across internal and external groups

### Representation and external liaison

- To contribute specialist content to The Audience Agency's events programme including training, surgeries and other presentations
- To represent the company externally to clients, strategic partners, funders and policy makers as required
- To contribute to external events, as a speaker at conferences if required or by aiding colleagues

## The Audience Agency as a learning organisation

- To take an active part in all team planning, learning and training
- To share internally the insights and learning gained from your work
- To contribute to developing a cross functional collaborative style of working
- To be aware of and act within the guidelines laid out in The Audience Agency Equal Opportunities and Diversity policies
- To be aware of The Audience Agency's values and to conduct business with clients in their spirit

## Additional job details

### Progress monitoring

In accordance with standard business practice this role is subject to the successful completion of a three month probationary period. During this period we will review with you your on-going performance and suitability for the post.

### Salary

The post is offered on a permanent full time contract. The role is offered at an annual salary of £32,000 - £39,500

### Location

The role will need to spend at least one day per week at our London office - other details can be negotiated, but can include home-working or working from the Manchester office. The post holder will report to the Chief Business Development Officer.

### Hours

Normal working hours for full time employees are 35 per week, or seven hours a day which can be worked flexibly in agreement with your line manager. Core office hours are between 10am and 6pm daily. For full-time staff the normal working day includes one hour for lunch (unpaid).

The Audience Agency 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 pro-rata. Public/Bank holidays are in addition to this personal leave entitlement.

### Contract

The post is offered on a permanent full time contract.

For more details of the specific role please contact Gareth Davies, Finance & Admin Director, e: [jobs@theaudienceagency.org](mailto:jobs@theaudienceagency.org)

## Person Specification – Consultancy Manager

Please give concrete examples in your application of where and how you've acquired and applied the necessary skills and experience.

Essential (E) Desirable (D)

### Experience

- Experience working in a business development setting (E)
- Experience of working in audience development, marketing, fundraising or research for an arts organisation or in the charity sector (E)
- Experience of writing proposals and attending/preparing pitches (E)
- Experience as consultant, freelancer or facilitator (D)
- Proven record of winning new business - either for an agency or as a freelancer (D)

### Qualities

- Excellent interpersonal skills (E)
- Able to balance strategic thinking and organised 'doing' (E)
- Ability to demonstrate a solution-focused approach to the job at hand, and work to deadlines (E)
- Positive and able to motivate others (D)

### Skills

- Good communicator - written and spoken (E)
- Good ability to read tenders or briefs, and map deliverables against core The Audience Agency team skills and services (E)
- Ability to spot opportunities - either to improve The Audience Agency offer or service, or promote a new offer to the wider market (E)

### Product/Sector Knowledge

- Knowledge of arts and culture and cultural policy (E)
- Knowledge of audience development, marketing and research principles (E)
- Knowledge of or interested in our mission (D)
- Good networks and key relationships within the sector (D)