Product/Project Manager

Part-Time – Initial fixed term, option to extend

Description of the role and Person Specification

Deadline for applications: **Friday 2 June 2017 - 5pm**

For full Job and application details, visit:
https://www.theaudienceagency.org/careers

Interviews will take place **Thursday 8 June 2017** 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 if you require this information in **an alternative format**.

The Audience Agency and Audience Finder

The Audience Agency are highly ambitious to develop and extend the range and implementation of our cutting edge audience insight tools and software. We need a highly motivated and effective Product/Project Manager who is keen to bring their experience and skills to a leading role in helping us to realise a number of exciting opportunities to develop our offer.

We are a mission-led organisation, which exists to give people better access to culture, for the public good and the vitality of the sector. We hope to contribute in increasing the number and diversity of people engaging with a broad range of culture, and the depth and scope of their involvement.

Our purpose is to lead insight-driven, audience-focused practice and policy. We put our knowledge and skills in creating and using insight at the disposal of the sector, as agents for positive change.

According to our intelligence, only about a third of people in the UK take part in publicly supported culture regularly, most of them infrequently. We'd like to see more people getting more involved - everyone should be able to enjoy the proven benefits. To bring about that change, our sector needs to learn more about our audiences and communities and what they

need. We all need to take inspiration from that insight in the way we engage: make, curate, channel and communicate. This is what we mean by audience focus, and we think it is the key to being relevant as well as resilient.

For more information about our organisation and team please see www.theaudienceagency.org

Audience Finder started out as an ambitious project to create a national audience data sharing framework for cultural organisations. This enables organisations to:
- Gain practical insight into current and potential audiences
- Embed national approaches to collecting, sharing and applying intelligence
- Develop deeper relationships with audiences to better understand expectations and needs
- Create a sustainable infrastructure for gathering and applying intelligence

The resulting product has been developed in close consultation with cultural organisations and sector bodies. We continue to ensure Audience Finder delivers value for clients and The Audience Agency, and continues to develop and maintain this world leading platform for gathering and applying intelligence. This will mean working closely with the Platform, Marketing and Consultancy teams to grow the user base and deepen engagement with existing users in a way that is integrated with the rest of The Audience Agency's work.

Through a freemium Software as a Service product offer, organisations are able to access a range of customisable analysis, reporting and audience development tools. These are supported through dissemination of emerging insight, training and written guidance.

- Data collection, analysis and reporting framework – Audience data is collected using a range of approaches including automated ticketing system data extraction, audience surveys, online analytics and consumer panels. The Audience Agency collates and analyses this data to provide reporting that can be used by organisations to understand and develop their audiences and compare them to wider benchmarks.

- How-to support, resources and tools – These include workshops, briefings, one-to-one sessions and guides to developing audiences within the sector. Through the programme, organisations have access to a number of audience development tools and initiatives.

- Segmentation and profiling – A key part of the programme is the development of the culturally specific segmentation and profiling tool, *Audience Spectrum* which was launched in July 2014. This is used to inform audience analysis, profiling and benchmarking.

There is more information on Audience Finder, please visit
www.theaudienceagency.org/audiencefinder

Background to the post and description of the role

A vacancy has arisen within our (data) Platform team in London for a Product/Project Manager (P&P Manager). The P&P Manager will manage and coordinate key strategic projects, including product development sprints and user testing processes and support the effective administration, communications and timely delivery of Audience Finder and related programmes.

This is a busy and 'hands-on' role in a small and friendly team. The P&P Manager will principally focus on the delivery of the Audience Finder programme, including leading the Product Development Group and will also take an active role in the Business Intelligence Unit.

The post would suit a highly confident and motivated person, and presents an exciting opportunity to work with a range of specialist researchers and consultants to ensure the effective delivery of strategic projects that have significant national reach. Working at all levels across the organisation, the successful candidate will demonstrate the ability to balance flexibility with well-structured processes when managing or coordinating projects. Experience of a range of project management techniques and software development is essential.

Primary responsibilities of the post

The primary responsibilities of this role are:
- Product Management
    - Ongoing management of the Audience Finder website and tools
    - Managing the design and development of new product features
    - Coordinating both traditional waterfall and scrum/agile development cycles
    - Managing the user testing process for The Audience Agency products
- Reporting and administration
    - Creating work specifications
    - Evaluating work progression and quality
    - Negotiating with service providers and contractors
    - Communications, content and resources planning and coordination (with The Audience Agency comms team)
- Line Management
    - Managing the Product Support Assistant
- Business Development
    - Regularly attend and contribute to the Business Intelligence Unit, identifying areas for increasing reach and market sensing new areas for product development

- o Disseminating briefs for internal staff to ensure The Audience Agency staff are fully prepared to discuss the offers

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 and Terms

The post is offered on an initial six month, fixed term, and part-time contract at an annual salary of £29,500 pro rata including London weighting.

We expect to recruit to at least 0.4 FTE with the potential to expand to a permanent full-time position.

Location

The role will be based at our London office and the post holder will report to the Director of Data Platforms

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 the your line manager. Core office hours are between 10am – 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. Public/Bank holidays are in addition to this personal leave entitlement.

Contract

The post is offered on in initial six month, fixed term, part-time contract with the potential to become full-time.

For more details of the specific role please contact Gareth Davies, Finance and Administration Director, The Audience Agency. E: gareth.davies@theaudienceagency.org T: 0161 234 2956

Person Specification – Product/Project Manager

Please give concrete examples in your application of where and how you've acquired and applied the necessary skills and experience. The successful candidate will have the following skills and experience (E=essential, D=desirable):

Skills

- Excellent project management and coordination skills (E)
- Strong financial monitoring and budgeting skills (E)
- Proactive and able to work under own initiative (E)
- Excellent written and verbal communication skills (E)
- Excellent problem solving skills and the ability to think logically (E)
- Ability to adapt and improvise within time and resource constraints (E)
- Strong general administration skills (E)
- Networking skills (D)

Knowledge

- Knowledge of a range of project management techniques (E)
- Knowledge of product development approaches (E)
- Knowledge of WordPress or similar web content management systems (D)
- Knowledge of the cultural sector eg arts, heritage, museums, libraries etc (D)

Experience

- Experience delivering software development projects (E)
- Line management experience (E)
- Experience of working with dispersed teams (D)
- Experience preparing and negotiating contracts (D)

Qualifications

- PRINCE2, Agile, Scrum or similar product and project management techniques (D)