

Recruitment Pack

User Partnership Managers (3) (England, Scotland & Wales)

Applying for this post

Deadline for applications: 10 am Friday 7 June 2019

Applications submitted after this time will not be considered. For full job information and application details, visit <http://www.theaudienceagency.org/our-people/vacancies/>.

Please contact us on 0161 234 2956 or jobs@theaudienceagency.org if you require this information in **an alternative format**.

Interviews dates to be confirmed, at our London office.

Background to the post

This is an exciting time for The Audience Agency, supporting close to 1,000 organisations to get more audience focused through [Audience Finder](#), one of the largest cultural data programmes in the world. In the last year, we have confirmed funding until 2021/22 from Arts Council England, Arts Council of Wales and Creative Scotland and a new programme of growth and development is planned as a result.

We are seeking at least 3 User Partnerships Managers to help our community of users make the most of the Audience Finder free services and our growing range of paid-for enhancements and support. This will include facilitating workshops and interpreting reporting, working with the Head of Support & Community and Business Development Director to ensure an excellent client service, and to develop business leads. This is an ideal opportunity for a successful data-driven marketer and anybody wishing to hone their skills in an agency or consulting context.

Summary of the role

The User Partnerships Manager will help our clients to better understand how to use Audience Finder and other products, working closely with users (often in collaborative groups and

networks) to help them become more data-driven in their approach. S/he will have a particular focus on a nation or sector/s, managing partnership projects, gathering feedback from users, articulating their needs in ongoing product/service development and generating value from the relationship.

The post-holder will also play an important role in spotting and connecting colleagues to opportunities - from individual clients to multi-site organisations, and place-based partnerships.

This is a varied and challenging role that requires a solid understanding of the use of data and insight in strategic partnerships, audience strategy, advocacy and tactical marketing, as well as an engaging manner. It is highly consultative and collaborative, working with both clients and The Audience Agency colleagues to adopt, adapt and apply The Audience Agency's products.

Working Arrangements

We invite applications for full or part-time roles, working on a home-based contract with occasional office working (in London, Manchester or Edinburgh). We are particularly looking for User Partnerships Managers to cover Wales, Scotland and the performing arts.

Job Description and Person Specification

The role supports the Head of User Partnerships on targets to increase engagement from sector "clusters" of collaborative or benchmarking groups. Although income-generation is very important, the User Partnerships Manager also has a responsibility to build awareness of and engagement with the free, funded programme, and targets will reflect this.

Primary Responsibilities

- Develop and manage relationships with an identified range of individual users, user groups and linked support agencies
- Demonstrate analytics tools and product functionality to users, including as part of training or support activity
- Commission insight and standard reporting from The Audience Agency team and present to users
- Onboard into Audience Finder key user groups and ensure Audience Finder and other products open valued relationships with The Audience Agency. Pass on opportunities for bespoke sales

- Understand the needs of individual and groups users, and the barriers to engagement with products
- Work closely with other senior staff to enable dynamic development of products and services, and leads for business development
- Report regularly and effectively to the Head of User Partnerships
- Ensure an excellent user experience through expert account-handling, product delivery, and product management which reflects the needs of user clusters

Prospecting & Account Management

- Introduce users and user-groups to free and paid-for Audience Finder/ other platform products
- Oversee set-up and induction, supporting users to apply tools and insights where appropriate
- Diagnose the data needs of partnerships and other clients, offering advice or forming proposals as a result
- Present insight in a range of setting in an engaging and informative way, including at client meetings and The Audience Agency events
- Deliver one-to-one support sessions in relation to the implementation of insight, such as Audience Finder in Practice sessions
- Prepare costed project proposals, based on a range of standard Audience Finder based services, bids and pitches using the CRM to log and track this work
- Deliver client work as proposed
- Serve as the point of contact for customers in your portfolio
- Ensure the timely delivery of products to clients
- Resolve issues to maintain and strengthen customer trust

Community & Partnership Development

- Advise and support colleagues carrying out delegated activities, providing centralised resources - e.g. case studies, sector reports - and systems - e.g. tracking and feedback
- Advise the Support & Community team on the needs of clusters and collaborations and work with them to develop the community programme

- Represent The Audience Agency in key networks and partnerships, especially those related to the key sector or geographical where this role leads
- Represent The Audience Agency at key conferences and networking events, ensuring maximum profile
- Work in close collaboration with the bespoke business development team

The Audience Agency as a learning organisation

All staff are required to:

- Take an active part in all team planning, learning and training
- Train and coach other members of the research team as required
- Share internally the insights and learning gained from research projects and client work
- Contribute to developing a cross-functional, collaborative style of working
- Be aware of and act within The Audience Agency's Equal Opportunities and Diversity policies
- Be aware of The Audience Agency's values and to conduct activity in their spirit
- In particular to further The Audience Agency's aims to become more user-focused

Additional Job Details

Progress Monitoring

In accordance with standard business practice, these roles are subject to the successful completion of a three-month probationary period. During this period, we will review on-going performance and suitability for the post.

Salary, Term & Contract

The posts are offered at a salary of £29,000 - £33,000 dependent on skills and experience.

Location

We anticipate that this role will be home-based, with regular hours in one of The Audience Agency office hubs. The post-holder will also be expected to attend team meetings and regular briefings in London and Manchester offices. An annual travel budget is available.

Hours

Working hours for this role are flexible, but in total, we are seeking 3 Full Time Equivalent (FTE) members of staff. These could be fulfilled by more than 3 part-time posts and/or job shares. Standard FTE hours are 5 days (35 hours per week) which can be worked flexibly to balance the needs of clients and manageability of workload. Core office hours are between 10am and 6pm daily. 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 plus Public/Bank holidays (pro rata for part-time).

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.

Person Specification

The successful candidate will have the following experience, knowledge, qualities, qualifications and skills (E= Essential / D= Desirable):

Experience

- E At least 3 years' experience in a marketing or audience development
- E Extensive understanding of the needs of cultural organisations and in particular marketing, engagement professionals and general managers
- E Demonstrable experience in negotiation and meeting client requirements
- D Experience in sales/ account management
- D Experience as a trainer, or offering customer support

Knowledge

- E The workings and practice of the UK cultural sector
- E Strong professional network and personal profile
- E Understanding of good practice in audience engagement, development and marketing
- D Understanding of consumer research methodologies and practice
- D Working knowledge of Audience Finder tools and products

Personal Qualities

- E Outstanding organisational and leadership skills
- E Excellent communication and interpersonal abilities
- E Aptitude in fostering long-term relationships
- E Able to motivate and inspire
- E High attention to detail and ability to schedule and prioritise complex workloads
- E Self-motivated, inquisitive and able to act on own initiative

Qualifications

- D Marketing

Skills

- E Excellent negotiation skills
- D Use of data, insight and research findings at a tactical and strategic level