# Job Description

# Account and Community Manager (Maternity Cover)

### Background

This is an exciting time for The Audience Agency, supporting close to 1,000 organisations to continue to be more audience focussed through use of Audience Finder, one of the largest cultural data programmes in the world. With funding in place from Arts Council England, Arts Council of Wales and Creative Scotland, an ongoing programme of development is planned as part of the nation's Covid-19 recovery.

We are seeking an Account & Community Manager as maternity cover. This is an ideal opportunity for a successful data-driven marketer or audience development specialist in a short-term flexible role.

## Purpose of the role

Reporting to the Head of Account Management, the postholder will primarily work with cultural organisations across England, to help them better understand how to use Audience Finder (and related products) to help them develop and implement strategies for audience engagement and development. Importantly this role will support the sector to emerge from the impact of Covid-19 and help our clients to use data insights as part of their recovery strategy.

The focus of the role during the period of maternity cover will be to increase engagement from Audience Finder user-groups and to build engagement with the Audience Finder platform.

## Key Result Areas:

* Introduce users and user-groups to free and paid-for Audience Finder platform and products and support them to apply data-driven insights (using their own data and AF data) within their organisations as part of their Covid-19 recovery.
* Diagnose the needs of existing partnerships and users, offering advice and preparing proposals in response.
* Build networks and relationships to create new place-based groups and partnership, based on need and demand.
* Develop skills and understanding among AF users, through delivery of training and support, demonstrating analytics tools and product functionality to users, and user insight.
* Provide paid for advice and recommendations in audience development and marketing
* Identify opportunities for wider sales of TAA services, including other paid for products and tools, and bespoke consultancy and research.

General:

* Take an active part in all team planning, learning and training
* 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 TAA’s Equal Opportunities and Diversity policies
* Be aware of TAA’s values and to conduct activity in their spirit
* In particular to further TAA’s aims to become more user-focused

# Person Specification

### Knowledge and Experience

* Understanding of up-to-date practice in audience development and marketing, ideally within the cultural or wider creative sector.
* Demonstrable experience delivering exceptional customer supportand meeting client requirements
* Solid understanding of the use of data and insight in audience strategy and tactical marketing
* Working knowledge of Audience Finder tools and products
* Knowledge and understanding of cultural policy

### Skills

* Excellent communication skills, written and spoken
* Demonstrable ability to analyse, interpret and apply research data and insights.
* Ability to build networks and develop relationships with a wide variety of stakeholders, internal and external
* Ability to use data, insight and research findings at a tactical and strategic level and to present insights in an engaging and informative way.
* Ability to spot opportunities – either to improve The Audience Agency offer or service, or promote a new offer to the wider market
* Excellent communication and interpersonal abilities
* Ability to work on own initiative as well as a member of a team.
* Highly collaborative approach to work
* Excellent organisational skills, and ability to prioritise.
* Ability to demonstrate a solution-focused approach to the job at hand, and work to deadlines
* Proven ability to deliver on time, to budget and to a high standard.
* Be able to generate trust

# Additional Job Details

Salary: £29,000 - £31,000 dependent on skills and experience.

Location: This post will be home-working. Once COVID-19 restrictions allow, the post-holder may be expected to attend team meetings, probably in London.

Hours: Working hours for this role are flexible, but in total, we are seeking an individual to work either 4 or 5 full working days per week. Core office hours are between 10.00am and 6.00pm daily.

Holiday: The leave entitlement is 25 days per annum plus Public/Bank holidays (pro rata for part-time).

# Applying for this post

Deadline for applications: 10am, 17th March 2021

Applications submitted after this time will not be considered. For application details, visit <https://www.theaudienceagency.org/careers>

Interviews are scheduled from week 17th March, taking place remotely due to COVID-19 restrictions.