

 the audience agency

Application Pack

Head of Digital

The Audience Agency

Context

Public expectations of cultural experiences are shifting in exciting and sometimes surprising ways. Increasingly these experiences are created, enriched, reimagined and channelled through new technology and new cultural behaviours are emerging. Cultural and creative organisations look to us to help embrace more user-focused and digitally-enabled ways of responding to these changes in their strategies and thinking.

We are seeking a bold and inspiring Head of Digital, informed, connected and able to encourage the sector to imagine new possibilities and make radical, people-centred change.

This role will provide expertise and thought leadership in digital engagement for a wide range of clients across the sector. You will be a sector leader who can help organisations to develop the confidence, capacity and skills they need to launch next generation, hybrid models of delivery and engagement.

About the Audience Agency

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

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.

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 Finder](#), the free national audience data and development tool and service, 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 – Head of Digital

Job Purpose

This role will provide leadership by supporting The Audience Agency to maximise its impact digitally, through both the development and promotion of our work and through consultancy with a range of clients.

You will join a wider team of engagement and research specialists providing a variety of advice, research and training services to the arts, heritage and wider creative industries. Our specialisms cover policy and practice in participation, experience design, audience development, engagement, organisational change innovation, co-creation, and placemaking.

Key Result Areas

Consultancy Delivery

You will support clients to develop digital strategies that will help them be resilient and thrive.

- Design, manage and deliver consultancy and support services, including training, facilitation, and programme design.
- Work with clients on projects to design digital strategies for engagement which integrate all business areas and recognise a hybrid model of public engagement
- Work with colleagues to design research to deliver insights and evidence which catalyse change.
- Provide practical and impactful feedback to clients, verbal presentations and/or written reports, which focus on interpretation of findings, context and recommendations.
- Ensure projects are managed effectively within an agreed framework, keeping within budget and delivering on time.
- Provide leadership in the continued development of the consultancy service and model best practice in your area of expertise.
- Provide line management, mentoring and support to staff to help them develop their skills and practice.

Relationship Management and Business Development

You will help The Audience Agency to maximise its earned income

- Build and maintain relationships with clients and stakeholders in order to gain intelligence and knowledge of sector issues, to support development and provision of consultancy and other services.
- Increase capacity through developing partnerships or building a pool of associates.
- Provide intelligence/ insight for colleagues, contributing to a joined-up service between teams.
- Generate leads for new work, make connections with prospective clients and help to create a sales pipeline.
- Collate and draft proposals for new work and seek funding for new programmes of work.

Representation and Communications

You will contribute to thought leadership within the sector

- Represent TAA externally to clients, strategic partners, funders and policy makers as required.
- Contribute to internal and external events, as a speaker at conferences and seminars, or by supporting colleagues.
- Provide relevant content and resources for The Audience Agency website, newsletters and other communication channels.

General

You will support the Audience Agency to grow and develop

- Keep abreast of trends and changes in the sector through continuing professional and personal development.
- Advise TAA in its digital strategy, building its digital capacity and using digital tools to engage with clients and stakeholders.
- To model best practice in diversity and inclusion.
- To model TAA values in all work with colleagues and clients.

Person Specification

Knowledge and Experience

- Experience of delivering impactful programmes, strategies or projects involving digital engagement and participation with measurable impacts.
- Knowledge of evolutions in digital business tools such as analytics, digital media buying etc.
- Understanding of the digital needs of cultural organisations.
- Understanding of digital exclusion.
- Understanding of research methods, quantitative and qualitative, and approaches to consultation using digital tools and insights.
- Understanding of evidence-based audience development.

Skills

- Ability to understand clients' needs and to develop and deliver appropriate solutions.
- Strong facilitation and training skills.
- Skilled in agile and design thinking.
- Demonstrable ability in analysing, interpreting and applying digital analytics and insights including Google Analytics and Google Analytics 4
- Demonstrable skills in digital marketing and advertising, website development and use of social media platforms.
- Demonstrable skills in written communication including report writing which presents clear and accessible findings and narrative.
- Critical thinking skills and ability to develop and present reasoned proposals.
- Ability to influence and engage effectively with a diverse range of stakeholders and clients.
- Ability to and interest in identifying business opportunities.
- Ability to work on own initiative as well as a member of a team.
- Ability to manage, develop and support staff.

- Proven ability to deliver on time, to budget and to a high standard.

Personal Qualities

- Able to demonstrate a solution focused collaborative approach to working - especially cross team.
- Ability to demonstrate active listening skills and level of self-awareness,
- Willingness to continue professional and personal development.
- Demonstrable interest in TAA work and mission and ability to demonstrate values in own way of working.

Terms and Conditions of Employment

Salary

The role is offered at an annual salary of between £45k and £50k per year depending on the level and depth of experience presented.

Hours of Work

The role could be full time (35 hours per week) or part time. We try to be flexible and understanding in allowing staff to adopt hours which suit individual circumstances as long as these hours do not affect delivery of required outcomes.

Location

The roles will be home-based, with occasional travel to meet colleagues and clients, which may be across the UK.

Contract period

The role is permanent.

Holidays

25 days per year, plus 8 public holidays.

Progress monitoring

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.

Application Process

To apply, you will need to:

- send a written CV
- answer the following questions:
 - Why are you interested in the role and how would you contribute to The Audience Agency?
 - Provide two examples that you believe best demonstrates the key skills that you believe make you the right person for the 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 criteria.

The style of application for the questions is up to you; for example, it could be a written statement, a recorded statement or some other creative application which you believe best demonstrates your talent for 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 Penny Mills, Chief Consultancy Officer, at penny.mills@theaudienceagency.org

Applications should be sent to jobs@theaudienceagency.org

Deadline for applications: 9 August 2021

Proposed interview dates: TBC