

Application Pack

Chief Marketing Officer

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A New Leadership Role

The Audience Agency (TAA) is an entrepreneurial, non-profit supporting the cultural sector and creative industries to increase their reach, develop their relevance and boost their resilience in the UK and internationally. We are a specialist agency which uniquely brings together a research-led consultancy, an innovation agency and a world-first data analytics software solution under one roof. Together, we have a big impact on the cultural sector helping it to face the challenges of the future and change more people's lives.

We are looking for an inspired marketing and communications specialist to shape and articulate our offer more effectively, to help us meet our current aims for revenue, impact and thought-leadership and to raise our ambitions for the future. The right candidate will help us make the most of our people, data and community. This is a new leadership post on the Executive to whom we will look to develop the brand and repackage many of our professional services and data-products. While an understanding of the cultural sector and strong networks would be an advantage, they are not essential.

This is a role for someone who...

- Is looking for a challenge in a supportive, creative and flexible environment
- Has a track record in a professional services or agency marketing
- Loves communicating complicated ideas in simple and compelling ways
- Likes leading a committed team full of ideas
- Believes in the power of data to build audiences and knows how to use it
- Cares about the place of creativity and culture in people's lives

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 and is important in building a fairer society, stronger communities, equitable regeneration and positive civic change. A 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, providing sector level insight to raise awareness of patterns of engagement and to identify trends.

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

Context

We are currently reframing our service offer to respond to the changing needs across the sector, and to support the recovery and development of our stakeholders. We also need to focus on our own resilience and to maximise our revenue opportunities. We are looking for someone to lead a step change, developing a coherent marketing strategy and to design and promote our service offerings in a more user-centred way.

The current marcomms team comprises full-time marcomms manager and content editor, part-time press & pr manager, social media campaigns manager and events manager.

Job Purpose

This new role leads the strategy for stakeholder engagement and enhancing the overall reputation of TAA. As a member of the Executive Team, the role will develop and implement a dynamic marketing strategy to help us realise our mission and strategic plan.

Key Result Areas

You will design and lead the marcomms strategy

- Develop an effective marketing strategy, to enable TAA to meet its engagement, sales and impact targets across a range of different stakeholders
- To develop TAA's visibility and reputation, enhancing the brand and helping to position it as a thought-leader and essential support service
- Lead on key aspects of product and service design and packaging.
- Develop and oversee organisation wide corporate communications and content strategy, including internal communications.
- Develop and oversee the content strategy, including an effective events programme, which helps maintain the profile and reputation of TAA.
- Develop and oversee delivery of key campaigns.
- Promote and enhance TAA's reputation through development of a trusted brand.
- Develop a framework of consistent messaging for use internally and externally, to ensure corporate consistency.
- Ensure the provision of clear and reliable market intelligence and insight.

- Evaluate and adapt the strategy, including introducing a clear framework of metrics.

Leadership and Management

You will develop capacity and capability within TAA.

- Contribute to TAA's strategic direction and competitive positioning.
- Work with the CEO on thought-leadership strategy
- Develop and manage the marcomms team, reviewing roles and objectives so that skills are best used.
- Set and manage budgets, using resources effectively.
- Contribute to evolution of a more user-centred organisational culture - including providing and acting on key customer intel.

You will support The Audience Agency to grow and develop

- Assist in supporting and managing key stakeholders, to raise TAA's profile and manage its reputation.
- Keep abreast of trends and changes in the sector through continuing professional and personal development and building peer networks.
- To model best practice in diversity and inclusion.
- To model The Audiences Agency's values in all work with colleagues and clients.

Person Specification

Knowledge and Experience

- Working as a marketing/ communications specialist in professional services or agency environment.
- Of leading corporate communications across an organisation, ideally but not essentially in the cultural, or wider not for profit sector.
- Of content and data driven marketing.
- Knowledge and understanding of the issues faced by the cultural sector and creative industries, particularly marketing, participation and/engagement.
- Of the creative industries media, journalist and political contacts.

Skills

- Demonstrable ability... to articulate and implement a compelling vision for strategic marketing and communications.
- to create impactful campaigns
- to lead, inspire and motivate a high performing team.
- in building and maintaining effective stakeholder relationships, and to influence.
- to think strategically and contribute to organisational strategy.
- to make confident, rational and data-informed decisions
- to solve problems creatively and pragmatically.
- Exceptional communication skills, verbally and in writing.
- Strong organisational and planning skills.

Personal Qualities

- Passion for a more people-centred cultural sector.
- Demonstrates... a solution-focused collaborative approach, especially cross team.
- active listening skills and level of self-awareness,
- willingness to continue professional and personal development.
- interest in The Audience Agency's work and mission and ability to demonstrate values in own way of working.

Terms and Conditions of Employment

Salary

£48,000 - £52,000

Location

Home-based with office working from London (or Manchester) as required, envisaged circa once per week. We are open to alternative approaches.

Contract

Full-time, permanent. 3 months notice. We are open to job-share, part-time, flexible-hours proposals (min 3 days per week).

Application Process

To apply, you will need to:

- send a written CV.
- complete the following:
 - Why are you interested in the role and how would you contribute to The Audience Agency?
 - Provide two examples of strategies you have developed in that best demonstrate why you are the right person for the role.
 - Complete a (separate) Diversity Monitoring form ([found on our website here](#)).
 - Tell us your preference for number of hours per week/ working arrangements.
 - Tell us whether you would ideally prefer home, London office or mixed working pattern.

Your application will be reviewed on the basis of how well you demonstrate that you meet the person specification and the needs of the role.

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 Julie Weston, COO, Julie.weston@theaudienceagency.org

Applications should be sent to jobs@theaudienceagency.org

Deadline for applications: Friday 6 August

Proposed interview dates: Dates to be agreed with candidates.