



Audiences London

Working as an associate in the East of England

Audiences London background

Audiences London (AL) was established in 2002 as the audience development agency for London, part of a national network supporting arts and cultural organisations to grow their audiences. We help organisations across the arts, culture and heritage sectors understand who their audiences are, who they could be and how to reach them. We also work to create a strategic overview of audiences, helping to inform the development of policy and practice. We are an independent, not for profit agency receiving funding from Arts Council England.

AL's vision is to bring insight to transform the relationship between cultural organisations and audiences for the good of both. We work collaboratively with clients to meet their needs so that everyone benefits from a wider knowledge bank of information as well as contributing to it. We work with over 300 organisations and agencies every year.

Audiences London is now expanding its reach; working towards a merger with other audience development agencies to create a new national audience development organisation. In the meantime, our services are increasingly in demand outside of London, and to serve clients in these areas, we are establishing an associate and staff team to deliver audience development services in the South East, South West and East.

We are seeking an associate to help signpost and deliver services, shape our offer and support cultural organisations in the East.

The Audiences London team consists of a research team, marketing and audience development specialists and a community engagement specialist; support staff of Communications Officers and Head of Finance and Operations.

Scope of the role

The role of associate is a key interface between clients in a particular region (the East) and Audiences London. They use their in depth knowledge of the region and needs of cultural organisations to promote and deliver a range of audience development services on behalf of Audiences London.

The role of East associate is offered initially on a fixed term contract of six months (to June 2012), as a pilot. We envisage the associate will cover an area that corresponds to ACE East region (Bedfordshire, Cambridgeshire, Essex, Hertfordshire, Norfolk and Suffolk), though we are open to a more flexible approach or to appointing more than one associate to cover different parts of the region.

Benefits to the associate of working with Audiences London include administrative and marketing support, as well as learning and professional development opportunities and the chance to work with a team of supportive colleagues with complementary skills and experience.

Tasks

Business development

- The associate will act as the first port of call for organisations seeking information about Audiences London services
- The associate will be responsible for cultivating client relationships in the region. This will include identifying potential clients and contract opportunities and matching these to AL services. The associate will be expected to arrange client meetings and research and pursue opportunities, join networks, attend events and be aware of relevant developments and opportunities.
- The associate is expected to make themselves familiar with and promote the full range of Audiences London services, even though they may not deliver these services themselves (for example community engagement expertise or specialist research services).

Service delivery

- If successful in obtaining contracts, the associate will either deliver this work themselves or pass on to the appropriate member of the wider AL team. If delivering the work themselves, they will be responsible for contracting, quality control and follow up with the client.

Liaison with Audiences London

- The associate will be expected to attend a minimum of one contact meeting per month at Audiences London. These contact meetings provide an opportunity to update colleagues on client contacts and work progress, share learning and contribute to business development discussions.

- The associate will be expected to maintain informal contact with AL staff between meetings as required.

Use of AL systems

- The associate will be expected to use relevant AL systems and processes for client management and contracting.

Review

- As this represents a new way of working for AL, we would also expect the associate to contribute to a review of the process following the end of the pilot period.

Relationship with Audiences London

- The associate will be employed by Audiences London on a freelance basis. They will receive a retainer fee (negotiable and dependent on experience) covering up to 4 days per month which is intended to cover time spent on business development and AL liaison. If successful in obtaining relevant contracts, the associate will undertake work on behalf of Audiences London, and be paid a fee per day (excluding expenses) by Audiences London.
- The associate will have access to AL resources which can access remotely via VPN, or in person at the AL offices at London Bridge.
- It is not anticipated that the associate will be formally linked to any other consultancy which operates in the same field as Audiences London.
- Although we do not expect the associate to work exclusively for Audiences London, we would hope that the majority of work undertaken by the associate in and around the East region would be delivered under the Audiences London banner.

Skills and experience required

Regional knowledge

- In depth knowledge of the regional context for arts and culture
- Comprehensive knowledge of arts and culture organisations and stakeholders in the East
- Established reputation within the region
- Comprehensive network of contacts across the arts and culture sector in the East

Audience Development consultancy

- Minimum of 5 years experience working as a specialist in the cultural sector
- A thorough understanding of the principles and practice of effective audience development and engagement
- Experience of working as a consultant specialising in audience development with cultural organisations of a variety of scales and practices
- Ability to take a flexible, client centred approach
- Excellent consulting skills
- Sound understanding of audience strategy development and the challenges organisations face in this regard
- Experience of facilitation and delivering workshops

Research and Market Analysis

- Thorough understanding of the principles of qualitative and quantitative research and their application within the cultural sector
- Experience of supporting cultural organisations to understand and apply research findings

Management

- Excellent written and verbal communication skills
- Ability to work well autonomously and remotely as well across teams

How to apply

If you are interested in the role of Audiences London Associate for the East, please provide a CV with covering letter outlining how you meet the skills and experience requirements of the role.

E-mail your CV and letter to sarah@audienceslondon.org

Closing date Friday 23 December 2011

For more details contact Sarah Boiling, Deputy Chief Executive at Audiences London on 020 7407 4625, sarah@audienceslondon.org