

## Role Description – Consultancy Projects Officer

### About the Audience Agency

The Audience Agency is a non-profit, independent research and development organisation dedicated to cultural practice and policy.

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, important in building a fairer society, stronger communities, equitable regeneration and positive civic change.

### Our Mission & Purpose

Our purpose is to enable a thriving, people-centred cultural sector. Our mission is to provide insight, services and data-tools which help our clients and stakeholders in the cultural sector adapt to the future for and with their communities.

### Our Values

#### People Centred

We champion a people-centred approach as researchers, advisers and employers. We listen to, and act on, the views of stakeholders, are respectful of differences, and embrace a diversity of voices.

#### Connected

We are committed to sharing knowledge and using our unique position to bring people together to forge new conversations and collaborations. We thrive being at the intersection of relationships, both across the sector and between organisations.

#### Trustworthy

We are transparent, rigorous, act with confidentiality, and are committed to quality in everything we do. We strive to build trust in all our stakeholder relationships

## 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 Answers](#), 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 Context

Working with Senior Consultants, this role supports the delivery of a wide range of consultancy projects with clients from across the UK from arts, culture and heritage organisations to funders and policy-makers. The Audience Agency delivers projects of different scales and lengths, and consultants can be working on a number of projects at any one time. This requires careful coordination across our teams and effective project management with clients.

Our clients seek out our consultancy and research to increase their understanding of existing and potential audiences and communities, develop their engagement practice and/or provide research and evidence to inform policy and strategy. TAA has a strong focus on social value, and in developing insights to understand specific target groups, those with protected characteristics or people who may be excluded from cultural activity.

## Role Purpose

To provide support to our **Senior Consultants, Research and/or Data Projects teams to ensure projects are delivered on time, to the specification and within the budget.**

This role is an opportunity to develop knowledge and skills and increase understanding of the cultural sector. The post holder will be encouraged and supported to develop their skills and with their professional development - whether in project management or wider consultancy skills.

## Key Result Areas

### *To support the effective and efficient delivery of projects*

- To project manage consultancy delivery in line with The Audience Agency's project management practices and systems - which may include some or all of the following - project tracking, coordination of delivery, diary management, internal and external communications.
- To support Senior Consultants with the delivery of client projects, including but not limited to desk research, writing reports, presenting research findings, preparing presentations, and supporting with research interviews and focus groups.
- To deliver standard consultancy services.

### *To deliver the highest standards of project and client management*

- To ensure an excellent client experience.
- To deliver project delivery plans for tracking progress on delivery.
- To contribute to the development of team resources, systems and processes.

### *To support relationship management and business development*

- To collate and draft proposals for new work, including budgets, gantt charts and supporting information.
- To 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.

### *To represent The Audience Agency through external communications*

- To represent The Audience Agency externally to clients as required.
- To contribute to internal and external events by supporting colleagues.
- To provide relevant content and resources for The Audience Agency website, newsletters and other communication channels.

### *To support The Audience Agency to grow and develop*

- Keep abreast of trends and changes in the sector through continuing professional and personal development.
- To model best practice in diversity and inclusion.
- To model The Audiences Agency's values in all work with colleagues and clients.

# Person Specification

## Qualifications, Knowledge and Experience

- Experience of project management.
- Experience of coordinating or delivering research including a working understanding of research methods, quantitative and qualitative, and using digital tools and insights.
- Understanding of audience development, marketing and/or community engagement.
- Understanding of the needs and interests of a diversity of people and the principles of diversity, inclusion and equality.
- Understanding of the issues faced by the arts, culture and heritage sector in the UK and internationally.

## Skills

- Proven ability in project management OR of working in a cultural setting to deliver projects.
- Ability to analyse and present research and data from a range of sources.
- Demonstrable attention to detail, displaying accuracy, rigour and thoroughness.
- Critical thinking skills and ability to develop and present reasoned insights.
- Excellent written and verbal communication skills at a professional level.
- High levels of customer service and professionalism in delivery.
- Ability to demonstrate active listening and learning skills.
- Ability to manage and prioritise workload across a number of different projects and demands, in a busy environment.
- Ability to deliver on time, to budget and to a high standard.
- Ability to work on own initiative as well as a member of a team and to demonstrate a collaborative approach to work.
- Excellent IT skills including Excel, Word, PowerPoint.
- Ability to display numerical confidence

## Personal Attributes

- Adaptable and open to change.
- Able to demonstrate a solution focused collaborative approach to working - especially cross team.
- Willingness to continue professional and personal development.

- Interest in The Audience Agency’s work and mission, and an ability to demonstrate these values in own way of working.
- Understanding of diversity and inclusion across the breadth of the role and operating in the context of the organisation.
- Interest in arts, culture and heritage.

## Terms and Conditions of Employment

### Contract

The Audience Agency welcomes applicants who are interested in full or part time positions, permanent or contract status, for this post.

### Progress monitoring

In accordance with standard business practice, this role is subject to the completion of a three month probationary period. During this period, we will review with you your ongoing performance and support requirements in the role.

### Salary

For a permanent contract this post is offered at an annual salary of £29,000 (pro-rated proportionally if part time)

### Location

The role is remote and the postholder can be located anywhere in the UK.

### Hours

A full time contract would be 35 hours per week which can be worked flexibly in agreement with your line manager.

The Audience Agency will try and be flexible and understanding in allowing staff to adopt hours which suit individual circumstances as long as these do not affect work effectiveness.

### Holiday

The leave entitlement is 25 days per annum (pro rated proportionally if part time). Public/bank holidays are in addition to personal leave entitlement.

## Pension

The Audience Agency has a workplace pension scheme in line with current legislation. Automatic enrolment into this scheme commences after three months in employment. Employees may opt out of this scheme if desired.

## Application Process

To apply, you will need to send us:

- a written CV.
- a response to the following (see below for the format of this response):
  - Why are you interested in the role and how would you contribute to The Audience Agency?
  - Provide two examples of projects you have been involved in that best demonstrate why you are the right person for the role.
- Complete a (separate) Diversity Monitoring form ([found on our website here](#)). This will not form part of your assessed application, and is to help us improve the inclusivity of our recruitment processes.

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 way you answer the above questions is up to you; for example, it could be a written statement (no more than 2 A4 pages), a recorded statement (no more than 8 mins) 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 encounter any barriers in this application process, please let us know at [jobs@theaudienceagency.org](mailto:jobs@theaudienceagency.org).

If you wish to discuss this role in more detail prior to application, please contact Penny Mills, Director of Consultancy on [penny.mills@theaudienceagency.org](mailto:penny.mills@theaudienceagency.org)

Applications should be sent to [jobs@theaudienceagency.org](mailto:jobs@theaudienceagency.org)

**Deadline for applications: 6 January 2025**