



Senior Consultant: Communities & Participation

Application Pack

March 2025

The Audience Agency is seeking a specialist with varied experience in the cultural sector to lead our work in community engagement, participation and co-creation. This pack tells you about us, about this unique, impactful role, and how to apply.

About the Audience Agency

The Audience Agency (TAA) is an independent, non-profit research and development organisation whose purpose is to enable a thriving, people-centred cultural sector, fit for the future, and better able to create cultural and creative opportunity for everyone.

We provide research, services and insight which help our network of clients and stakeholders adapt for and with their communities. Our friendly, collaborative team is a collective of committed specialists with backgrounds in the cultural and creative sectors, research and/or data science who share a passion for arts and culture and its power to transform society.

Our approach is insight-led and people-centred and underpins a five-pillar programme of services: Audience Development and Participation, Creative Economy, Creative Places, Digital Transformation, and Evaluation and Impact. We work across the UK and internationally, with an extensive range of cultural and creative organisations, academic partners, local authorities, funding bodies and policy-makers.

Find out more about our work and what we do at
<https://www.theaudienceagency.org/about-us>

Our Values

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.

We are 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.

We are connected: 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.

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

The Role: Senior Consultant Lead for communities, participation & co-creation

We work with cultural organisations to understand their audiences, develop their approach and evaluate their activities. A critical aspect of this work is to help organisations develop empathetic, two-way relationships with their communities which result in organisations becoming more relevant and inclusive, and in citizens becoming more involved and shaping decisions. Sometimes projects are grassroots, and make a difference in a particular community, sometimes they help change local strategy, sometimes national policy.

We also specialise in supporting community and participatory arts, activities with a strong focus on social value or furthering cultural democracy, and on helping organisations better serve people furthest from privilege. In all cases, your experience in community engagement and skills in co-creative facilitation will be valuable.

You will lead on projects which call for this insight and knowledge, and will support others in the organisation to ensure we deliver this aspect of our work to a high standard across all 5 of our activity pillars.

Why you should apply

You will get to play to your strengths in research, facilitation, strategic thinking and supporting others to recognise and achieve their goals. You will use your experience and creativity to make a difference to a wide range of communities, organisations, agencies and local authorities, and will be able to influence both policy and practice.

You will enjoy a varied working week, from designing and facilitating co-creative or consultative sessions, delivering evaluation, developing strategy in an advisory capacity, devising and delivering workshops and presentations.

You will champion a “with, by and for” approach, and be a spokesperson for more inclusive, people/user-centred practices in the sector. This includes thought-leadership - for example by writing blogs, reports and delivering presentations to external audiences as well as developing our own practice as consultants.

Working from home, and on-site with clients as required, you will be able to organise your time flexibly, you will be part of a supportive, welcoming and experienced team of consultants and researchers, and encouraged to develop your own practice and learning.

Key Result Areas

Deliver high quality consultancy and research

- Design, manage and deliver research-based consultancy: including evaluation, consultation, training, facilitation, strategy development.
- Working with clients and colleagues, shape work programmes and research plans to meet client goals and maximise their learning.
- Analyse and interpret research and findings in ways clients can apply.
- Provide well-communicated, high-impact reporting and recommendations

- Ensure projects are managed effectively - within an agreed framework, within budget, on time, and following all record-keeping processes.
- Ensure an excellent client experience, include gather feedback.

Develop new business and client relationships

- Devise, write and pitch proposals for new work.
- Generate leads for new work through networking, and effective use of the CRM.
- Maintain relationships with key clients and stakeholders.

Support The Audience Agency to grow and develop

- Contribute to development of the consultancy service.
- Model best practice in your area of expertise, and coach others in it.
- Represent The Audience Agency to clients, partners, funders and policy makers.
- Contribute to internal and external events by supporting colleagues.
- Provide occasional content for website, newsletters and other channels.
- Keep abreast of trends and changes in the sector – especially in your lead area.
- Model our values, including good practice in diversity, equity and inclusion.
- Contribute to the development of team resources, systems and processes.
- Help create a supportive, nurturing and creative working environment

Person Specification

Qualifications, Knowledge and Experience

- Experience delivering programmes or projects **involving community engagement, co-creation and creative participation** in a **cultural context**.
- Experience of **facilitation, consulting and/or training** – or similar.
- Understanding of **research methods**, quantitative and qualitative, consultation and creative

- Experience/understanding of **evaluation frameworks**, including and measuring social and learning impact
- Track record of working with **people furthest from privilege**, and/or those often excluded from mainstream culture
- Track record working with **groups with specific needs**: such as young people, families, older people, refugee communities etc.
- Knowledge/ experience of applying **co-creative practices**, such as Asset Based Community Development, human-centred design etc.

Skills

- Strong **facilitation and presentation** skills.
- Ability to **analyse and present research** findings from a range of sources.
- 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 insights.
- Active **listening**.
- Ability to manage and **prioritise workload** across a number of different projects and demands, in a busy environment.
- Ability to work on **own initiative** as well as a member of a team.

Personal Attributes

- **Adaptable** and open to change.
- A **collaborative** approach to working – especially cross team.
- Demonstrable **attention to detail**, accuracy, rigour and thoroughness.
- Willingness to continue professional and **personal development**.
- Interest in **The Audience Agency's work** and mission.
- A strong commitment to **diversity, equity and inclusion**.
- An **interest** in arts, culture and heritage, and social justice through culture.

Terms and Conditions of Employment

Contract

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

Progress monitoring

As 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 full-time contract, this post is offered at an annual gross salary of £40,000 (pro-rata proportionally if part-time).

Location

The role is remote and the postholder can be located anywhere in the UK. Although your usual place of work will be your home (using computer equipment and software which we will provide), we will expect you to be available to travel to clients in the UK or internationally and attend in-person organisational meetings. The costs of travel in these instances will be covered. All applicants should have the right to work in the UK. We are not licensed by the Home Office to sponsor work visas.

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 rata if part time). Public/bank holidays + 3 days between Christmas and New Year 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 concise explanation* of your interest in the role, how you would contribute to The Audience Agency, and giving examples of your experience which meet our needs.
- Include two short examples of projects you have been involved in that best demonstrate why you are the right person for the role.
- Complete a (separate and anonymous) 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 explain your interest and fit 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.

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

Applications should be sent to jobs@theaudienceagency.org

Deadline for applications Friday 4 April 2025 at 5pm

Thank you for taking an interest in The Audience Agency

The Audience Agency Limited

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theaudienceagency.org

