



Audience Engagement Officer

Information Pack

CONTENTS
Summary
Job Description
Person Specification
Application Procedure
Company Profile

www.liveandlocal.org.uk

Summary

It is an exciting time to work for Live & Local as the company reorganises its focus and starts to manage its responses to COVID-19 whilst continuing to serve a range of partners, communities and stakeholders.

The role of Audience Engagement Officer is a new role within the company and will report to the Engagement Manager and work alongside the Community and Artist Engagement teams. The Engagement teams will collaborate across the organisation to drive initiatives and manage relationships across all our partners and stakeholders.

You will be responsible for managing and implementing the audience engagement and marketing plans for all Live & Local programmes using a mix of traditional, digital and engagement marketing techniques including supporting our network of local promoters and managing our Marketing & Publicity Assistant. You will work across all aspects of communications and engagement including social media, digital channels, media relations, publications and events and support the delivery of our communications plan.

The role is a key element in delivering sustainable and mutually beneficial relationships with communities and audiences through consultation, participation and collaboration.

The successful candidate will have demonstrable marketing and communications experience (in both traditional and digital media), creative flair with an attention to detail, an interest in arts engagement, a good teamworking ethos plus a knowledge of and passion for the performing arts and film. Excellent communication and interpersonal skills with a range of stakeholders are required, as is an understanding of the power of arts and culture at both professional and grassroots, community and voluntary level.

Live & Local works to a flexi-time system that allows employees to vary their working hours day to day within specified limits.

Live & Local is a National Portfolio Organisation of Arts Council England

Live & Local
July 2020

Job Description

Summary

The Audience Engagement Officer supports the Engagement Manager's role in delivering sustainable and mutually beneficial relationships with communities and audiences through consultation, participation and collaboration. The role requires the application of a judicious mix of traditional, digital and engagement marketing techniques in order to:

- Engage our audiences and promoters as active participants in the production and co-creation of marketing programs, developing their relationship with the appropriate brand.
- Support community groups to increase their sales for and/or participation in our activities.

This role will also work with the Executive Director to maintain a positive image of Live & Local with our stakeholders, potential partners and the public through effective use of communications channels. (Stakeholders i.e. audiences, promoters, companies, funders and the wider sector)

The role also delegates tasks and responsibilities to the Marketing & Publicity Assistant as appropriate and being responsible for their Line Management.

Community Engagement

The Audience Engagement Officer will work with the Community Engagement Team to develop and implement activities that deepen relationships between the organisation and the target communities and widening the reach of our activities into new communities for the purpose of achieving mutual benefit. Including but not restricted to:

- Providing support and advice to promoters for their forthcoming events.
- Developing and delivering regular learning opportunities for CTS and BPS promoters.

Audience Engagement

The Audience Engagement Officer will develop and manage longer-term relationships with existing audiences, increasing their commitment and to improve retention, increase frequency, and expand reach throughout our networks and target areas. Specifically:

- To engage our audiences and promoters as active participants in the production and co-creation of marketing programs, developing their relationship with the appropriate brand.
- To work with the Community Engagement Team in supporting the local community groups to increase sales for and/or participation in our activities.

Business Development

The Audience Engagement Officer is responsible to the Executive Director for implementing the Communications Plan, supporting the delivery of initiatives amongst the Live & Local stakeholders.

Cross Cutting Responsibilities

General

- Ensuring a consistent and attractive brand management.
- Sourcing/writing copy and sourcing images for marketing support materials, digital; marketing, direct mailings, in-house print production, and special projects;
- Maintaining accurate and up to date marketing and communications contacts databases;

Line Management

- Line Management of the Marketing & Publicity Assistant to ensure understanding of goals, appropriate CPD/training and wellbeing support and high-quality delivery through monitoring and evaluating their performance.

Digital Marketing

- Implement Live & Local's effective use of e-marketing and social media channels.
- Maintaining and updating the Company website;
- Creating and posting e-mail and social media campaigns;
- Developing and maintaining other online publicity - external site links, competitions etc;

Monitoring & Evaluation

Manage collection of marketing intelligence that influences our marketing and audience development strategy and the effective use of marketing channels. Including:

- Audience Survey;
- Audience Finder;
- Quality Evaluation Framework.

Communications, Press & Media

- Manage Live & Local's relationship with the press and media
- Developing and maintaining stakeholder contacts lists; writing, distributing and following up stakeholder communications;
- Developing and maintaining media/press contacts lists; developing and maintaining relationships with national, regional and local press and media; writing and following up press releases;
- Drafting and submitting online and offline event listings;
- Co-ordinating media interview opportunities as appropriate.

Print & Publicity

Providing traditional marketing and publicity support for Live & Local's activities and projects.

- Sourcing/writing copy and sourcing images for marketing support materials
- Co-ordinating delivery of print materials within budget and deadlines.
- Co-ordinate ticket orders and sending out box office information and other routine marketing correspondence to promoters in advance of their events.

General Duties

- Attending Live & Local events: providing practical support to ensure a quality event, carrying out surveys and encouraging people to join the mailing list and writing reports;
- Attendance / support at Promoter and other Stakeholder Meetings;
- Attending professional development training and other opportunities as appropriate;
- Attend regular management meetings and contribute to the development and implementation of strategies, policies, procedures and budgets;
- Other reasonable duties as deemed necessary.

Person Specification

Essential	Desirable
<i>These are the minimum criterion needed for the job and the job cannot be done without meeting these criteria.</i>	<i>The job could be done without meeting these criteria but will be considered if more than one candidate satisfies the essential criteria.</i>
Experience	
<ul style="list-style-type: none"> • Minimum 2 years' experience in an employed arts engagement or marketing role; • Minimum 2 years' experience of collaborating within a team based role; • Experience of copywriting within an <u>arts context</u>; • Experience of providing high standards of customer service; • Experience of managing print production; • Experience and understanding of digital / social media platforms for marketing / communications within a job role; 	<ul style="list-style-type: none"> • Experience of organising and running arts events; • Experience of website content management systems and procedures (CMS); • Experience of using online email marketing solution(s) (e.g. MailChimp); • Experience of web analytics; • Experience of implementing communications strategies and plans; • Experience of writing press releases and of establishing and maintaining good media relations; • Experience working with volunteers and / or voluntary organisation(s) within a professional role; • Experience of supervising/ line managing staff; • Experience of undertaking research projects and of collating complex information into reports.
Skills & Knowledge	
<ul style="list-style-type: none"> • Confident and competent IT user; • Excellent skills working with MS Word, Excel, Outlook and internet browsers; • Excellent telephone manner; • A high level of accuracy and attention to detail for proof reading and data input; • Creative / innovative flair and a good visual sense with an eye for strong graphic design; • Good interpersonal skills and friendly outgoing disposition; • Ability to provide clear feedback to colleagues; • Ability to work effectively and methodically under pressure, to tight, multiple deadlines. 	<ul style="list-style-type: none"> • Skills in desk top publishing (e.g. Publisher, InDesign) and image editing (e.g. Adobe Photoshop); • Data management, analysis and presentation skills; • Project management skills; • Knowledge of different models of Arts Engagement;
Education/Qualifications	
<ul style="list-style-type: none"> • Excellent literacy and numeracy skills with at a least a GCSE or relevant qualification • Willingness to learn new skills and undertake training. 	<ul style="list-style-type: none"> • Track record of undertaking training in areas relating to the job role.
Arts	
<ul style="list-style-type: none"> • Passion for the arts with a record of attending a variety of arts events on a regular basis; • Interest in and commitment to making arts accessible to all community sectors. 	<ul style="list-style-type: none"> • Ability to critically assess performing arts / film for Live & Local's programme.
General	
<ul style="list-style-type: none"> • Understand our objectives and ethos; • Prepared to work occasional unsociable hours (evening / weekend). 	<ul style="list-style-type: none"> • Working knowledge of the geographical areas we cover; • Current driving licence and access to a car.

Terms and Conditions

The post is offered as a salaried position as an employee of Live & Local Ltd. The post will be subject to Live & Local's **Terms and Conditions of Employment** for 2020/21.

Salary

- £21,589 (1.0 FTE / 35 hours per week / flexi time)

Hours

- The normal hours for this post are 35 hours, to be worked over 5 days per week between Monday and Friday. Within these parameters you are permitted to attend work flexibly within the Live & Local flexitime framework (see below).
- Weekend and unsociable (evening) hours are part of this job. (see below);
- Additional agreed duty hours, i.e. work that is part of required duties, are paid at an hourly rate commensurate with an employee's annual salary. Additional agreed show attendance hours are paid at a fixed rate plus expenses.

Other

- A 3-month probation period, which can be extended subject to agreement.
- Termination of contract would be 4 weeks on either side
- There will be 28 days annual paid leave
- The post holder will be responsible to the Engagement Manager
- Based in Warwick on the second floor (no lift) (see below re changes)
- Employer pension in line with statutory minimums
- Travel expenses are paid for travel associated with job (not for getting to/from work)

Flexi Time System

This is a system where an employee contracts to work a total number of hours and is then permitted to attend work flexibly within a framework laid down by the employer. It allows employees to vary their working hours within specified limits from day to day.

Office, Reorganisation and COVID

This role is offered as a flexitime contract based at our Warwick office.

Live & Local is returning to its office space in Warwick during August or early September. This will of course be subject to current government rules but also on the results of an ongoing detailed risk assessment for our particular office space/building and organisational needs in order to assure staff of their safety and wellbeing. This is likely to include a judicious mix of home and office-based hours to ensure meeting safe occupancy levels. This is however an agreed 'temporary' adjustment to our standard flexitime contract for our office-based staff that will be periodically reviewed as the COVID situation and guidelines change.

However, as part of an on-going company reorganisation that was not a reaction to the COVID crisis (but has certainly been informed by it) we are looking at our office needs beyond the short-term and COVID. So, we are currently looking at introducing new permanent contract arrangements to offer staff normally fully based at our Warwick office a balance of work from home and at the office that reflects the needs of the organisation, our environmental responsibilities and our employee's work/life balance beyond just our standard flexitime contract.

Additional Hours and Show Attendance Hours

These are agreed after discussion between the post holder and their line manager with usually a minimum of 6 weeks' notice.

Application Procedure

The [online application form](#) is available and via our jobs page. Please submit completed form no later than midday on Monday 7th September 2020.

We can only accept forms submitted online.

Please explain how your skills, experience, training and knowledge make you suitable for and address each point in the Person Specification in the application section of the form.

If you have not heard by 5pm on Tuesday 8th September, you may assume that you have been unsuccessful. NB: We provide feedback only to candidates who are interviewed.

Interviews

Interviews will take place on **Monday 14th or Tuesday 15th September.**

We can offer either remote Zoom (only Zoom) interview or an in-person interview with appropriate social distancing in place. We would discuss with you ahead of any in person interview about COVID-19-related precautions so you are not caught off guard once you get here and so you're able to ask for any accommodations you might need.

About Live & Local

Live & Local works with voluntary groups and professional artists to create new audiences for the arts and to build stronger communities.

Our principle activity is the support of a high-quality curated arts programme in partnership with voluntary organisations.

We cover Warwickshire, Staffordshire, Derbyshire, Worcestershire, Nottinghamshire, Lincolnshire, Leicestershire and Rutland. We support approximately 500 live shows and 260 cinema screenings per year as well as a range of time limited projects.

We also run other mutually supportive programmes to provide greater resilience to the organisation and to ensure we meet the needs of current and potential stakeholders. The main activities are therefore:

- The community touring scheme (CTS)
- Moving Pictures and Big Picture Show cinema networks (MPS/BPS);
- An artist development programme (DART);
- Rural Artworks - Arts led community cohesion projects (RAW).

The full CTS and BPS network comprise over 300 voluntary organisations across eight counties. It is a partnership between the knowledge and commitment of local volunteers and the professional expertise of Live & Local.

About our Work

www.liveandlocal.org.uk

www.bigpictureshow.org.uk

<http://developingartistsinruraltouring.wordpress.com/>

[Arts Council England – The Creative Case](#)

About our Funding

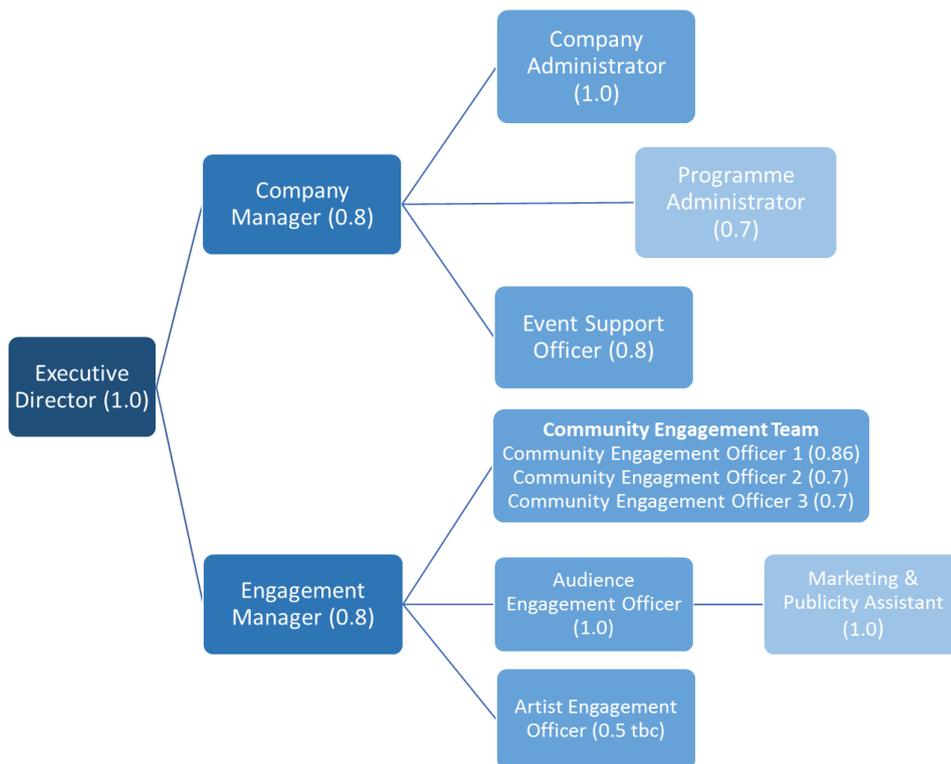
Live & Local is funded by a mix of local, regional and national bodies. We have retained our National Portfolio Organisation status (NPO) of the Arts Council England (ACE) in the recent round for up until 2023. We also get funding from the British Film Institute (BFI).

We are funded by seven County Councils and 30 District and Borough councils. Some of this income is in the form of grants and some through partnership agreements with these local authorities. We also raise income from the box office from the touring scheme and local contributions to specific projects. We also run a Friends Scheme.

Governance

Live & Local is a not for profit Company Limited by Guarantee, but not a Charity, with a voluntary Board of Directors (5-9 members) drawn from funders, users and artists involved with the organisation's activities.

Staffing



Office and IT

The company is based in Warwick in a 2nd floor (no lift) office suite on a lease from Warwick District Council.

- The office has a networked PC computer system with remote access facilities. Also two colour digital photocopier/scanner (i.e. linked to the computer network).
- We use Microsoft 365 and are extensive users of MS Teams.
- The performance scheme and film programme are managed by an in-house designed relational database program (on MS Access and SQL Server);
- We use the Mail Chimp bulk emailing solution to manage our email lists;
- We own five sets of portable digital cinema systems with 5:1 surround sound, 12 x 9 screens and digital projectors;

National Rural Touring Forum

Live & Local is a member of the National Rural Touring Forum (NRTF) which represents a number of mainly rural touring schemes and arts development agencies, principally across England. The NRTF aims to encourage the touring of high-quality professional arts performances and events to rural communities and meet the needs of the member schemes. <http://www.nrtf.org.uk>

Forty touring schemes are currently members of the NRTF and form a nationwide network of over 1,500 promoters. While the members of the NRTF reach many parts of the country, the NRTF itself is a small organisation funded through membership fees. It is also currently an RFO (Regularly Funded Organisation) of the Arts Council, England.

There is a national conference once a year and as the members are from rural areas this usually occurs in particularly pleasant surroundings! The NRTF provides a wealth of experience across its membership as well as professional development opportunities for member schemes, market research and cross regional project development opportunities.

“I like being part of bringing professional theatre into a small community and putting a bit of heart into the place” Local Promoter

“People surprise themselves by coming to things they wouldn't normally dream of coming to!” Local Promoter

“Good fun, good value, unusual performances in places we wouldn't normally go to. The 'action' is near to the spectators and so we feel more involved” Live & Local Audience

“The whole company feel it was extremely successful and appreciated that this was due in no small measure to the input from all at Live & Local” Horse + Bamboo

“Brilliant event! Live & Local continues to offer superb entertainment”