



Audience Engagement Officer

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Company Profile

www.liveandlocal.org.uk

Welcome from the Board

Thank you for your interest in joining Live & Local.

Live & Local has recently celebrated its 30th Birthday. In those years it has grown from a small pilot project in Warwickshire into a confident and effective broker for a range of arts activities across seven counties in the Midlands.

Like all arts and cultural organisations, we face opportunities and challenges during the next three years of our National Portfolio cycle. However, it is an exciting time as the company refreshes its focus in the wake of the pandemic, delivering both existing as well as innovative new strands of work supporting a range of partners, communities and stakeholders.

With thanks to additional funds from Arts Council England, we also have a great new opportunity enabling us to work with larger communities in our area. We are extending our staff and Board to support this exciting new project that will grow our resilience and see us developing the quality, diversity and accessibility of our work for our communities and audiences.

Rob Wilkinson - Chair of the Board

Summary

Live & Local is seeking an Audience Engagement Officer with previous relevant experience to join the team and help drive initiatives working alongside the Community and Artist Engagement Teams. The role is a key element in delivering sustainable and mutually beneficial relationships with audiences, communities, funders and other stakeholders through consultation, participation and collaboration.

This post is offered as a hybrid working, full time (based on a 35-hour week) flexi-time position that allows employees to vary their working hours day to day within specified limits.

We are committed to reflecting the diversity of the UK across the company and its work. We are currently under-represented in our staff team by people from a global majority ethnic backgrounds, and/or those identify as D/deaf, disabled, LGBTQ+. We actively encourage applicants from these backgrounds.

Live & Local is a Disability Confident Committed Employer. If you need any reasonable adjustments during the recruitment process, please let us know.

Live & Local is a National Portfolio Organisation of Arts Council England and will be retained with the National Portfolio from 2023-2026.

Live & Local
August 2023

If you would like an informal conversation about the role, please contact Chris Davis (Engagement Manager) on chris@liveandlocal.org.uk

Job Description

Summary

Department	Audience Engagement
Contract Type	Hybrid - Full time (35 hours per week). Flexitime
Function	Supports the Engagement Manager's role in delivering sustainable and mutually beneficial relationships with stakeholders (audiences, community organisations, funders & participants) as part of a team. This role also works with the Executive Director to maintain a positive image of Live & Local through effective use of communications channels.
Location	Hybrid (office / home). Pageant House, 2 Jury Street, Warwick, CV34 4EW (Office is on 2 nd floor with no lift or step free access)
Annual Leave	28 days including Bank Holidays
Notice Period	2 months
Reports To	Engagement Manager
Line manages	Marketing and Publicity Assistant

The role uses traditional and digital marketing practices to engage our audiences and promoters, and to increase brand awareness of Live & Local and our activities.

Audience Engagement

The Audience Engagement Officer will develop and manage relationships with existing audiences, improving retention, increasing frequency and expanding reach throughout our networks and target areas. Specifically:

- To engage our audiences and promoters to co-create 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.
- To work with the Rural Hub Towns project team in supporting the local community groups to increase sales for and/or participation in their activities.

Community Engagement

The Audience Engagement Officer will work with the Community Engagement Team to develop / implement activities that deepen relationships between the organisation and communities, and work to widen our reach into new communities.

- Providing support and advice to promoters for their forthcoming events.
- Developing and delivering learning opportunities for CTS and BPS promoters.
- Support the Rural Hub Town (RHT) project which works with 5 rural hub towns across the East & West Midlands.

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/creating images for marketing materials.
- Maintaining accurate and up to date databases.

Line Management

- Line Management of Marketing & Publicity Assistant to ensure understanding of goals, appropriate CPD/training, appraisals, 1 to 1s and wellbeing support.

Digital Marketing

- Ensure Live & Local's effective use of e-marketing / social media channels.
- Maintaining and updating the Live & Local website;
- Creating and posting e-mail / social media campaigns;
- Developing and maintaining other online publicity.

Monitoring & Evaluation

Manage collection of data and use for data driven campaigns. Oversee collection of relevant data for Arts Council England and other stakeholders.

Communications, Press & Media

- Manage Live & Local's relationship with the press and media.
- Oversee mailings to our stakeholder contact lists, including content creation.
- 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 including production of bi-annual What's On Diaries.

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.
- Attendance / support at Promoter and other Stakeholder Meetings.
- Attending professional development training and other relevant opportunities
- 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 CRITERIA	DESIRABLE CRITERIA
<p>These are the minimum criteria needed for the job and the job cannot be done without meeting these criteria.</p>	<p>The job could be done without meeting these criteria but will be considered if more than one candidate satisfies the essential criteria.</p>
ESSENTIAL EXPERIENCE	DESIRABLE EXPERIENCE
<ul style="list-style-type: none">• A proven track record of developing and implementing successful marketing programs that drive engagement for arts or cultural activities.• Professional experience working in similar or related environments;• Experience collaborating within a team-based role;• Experience of copywriting within an arts context;• Experience of managing print production;• Experience and understanding of digital & social media platforms for marketing & communications.	<ul style="list-style-type: none">• Experience of organising & running arts events;• Experience of website content management systems (CMS) and procedures;• Experience of using online email marketing platforms (e.g. MailChimp);• Experience of web analytics;• Experience of implementing communications strategies and plans;• Experience of writing press releases;• Experience of supervising or line managing others;• Experience of working with volunteers and / or voluntary organisations;
ESSENTIAL SKILLS AND KNOWLEDGE	DESIRABLE SKILLS AND KNOWLEDGE
<ul style="list-style-type: none">• Confident and competent IT user.• A high level of accuracy and attention to detail for proof reading and data input;• Excellent telephone manner;• Good interpersonal skills and friendly personality;• Clear and confident written & verbal communication skills;• Ability to work effectively and methodically under pressure, to tight, multiple deadlines.	<ul style="list-style-type: none">• Skills in desktop publishing and image editing;• Creative flair and a good visual design sense with an eye for strong graphic design;• Data management, analysis and presentation skills;• Project management skills;• Ability to assess the quality and success of performing arts events as part of a job.
ESSENTIAL EDUCATION & QUALIFICATIONS	DESIRABLE EDUCATION & QUALIFICATIONS
<ul style="list-style-type: none">• High standard of written and spoken communication skills and good numerical skills with at least a GCSE (or equivalent) in English and Maths;• Willingness to learn new skills and accept training.	<ul style="list-style-type: none">• Record of training relating to the role.• Evidence of professional development needed for the job.
ESSENTIAL GENERAL CRITERIA	
<ul style="list-style-type: none">• Understand our aims and ethos.• Prepared to work occasional unsociable hours (evening & weekend).• 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. subject to our Terms & Conditions of Employment.

Salary:	£24,496 to £26,357 (depending on experience) 1.0 FTE (35hrs/week) with supplementary payments for agreed additional weekend and unsociable (evening) hours worked.
Pension:	Employer pension increasing in line with statutory requirements. Assessment for auto-enrolment will be postponed until completion of probation.
Hours	(FTE 1.0) 35 hours over 5 days per week between Monday and Friday. Within these parameters you are permitted to attend work flexibly within the Live & Local flexi-time framework.
Location and work from home arrangements:	Staff based at the Warwick office have contracts enabling a balance of work from home and work from office. This balance will be discussed and agreed with the successful candidate but is likely to be at least three days in office.
Additional Hrs:	Occasional weekend and unsociable hours will be required as part of this job. These are agreed after discussion with the post holder. 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	Travel expenses are paid for travel associated with the job. Company laptop and mobile phone provided.
Line Manager:	Engagement Manager
Leave Year:	1st June to 31st May.
Statutory leave:	Entitlement is 28 days in the leave year. Bank and public holidays are included in the statutory entitlement.
Flexi-time scheme:	Your entitlements under the flexi-time scheme are: <ul style="list-style-type: none">• Max 2 days of flexi-leave in each 4-week period• Total of 26 flexi leave days in a year.• Max 3 additional 'banked' leave days per year.• Carry-over limits of 12 hours credit or 6 hours debit weekly within an accounting period, and 12 hours credit or 4 hours debit between accounting periods.
Performance review:	Three-month probation. Annual full appraisal with 6 monthly interim reviews.
Termination:	Termination of contract would be six weeks on either side;

Application Procedure

The Application Form is [available here](#) and also via our jobs page. If you require an application form in another format, please contact admin@liveandlocal.org.uk

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.

Please submit completed form no later than **midday on Monday 4th September 2023**. If you have not heard by 5pm on Tuesday 5th September 2023, you may assume that you have been unsuccessful.

NB: We only offer feedback to candidates who are interviewed.

Interviews

Interviews will take place on **Tuesday 12th September 2023** (in person).

About Live & Local

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

Our principal activity is the support of a high-quality curated arts programme -live, film and participatory, in partnership with voluntary organisations.

We cover Warwickshire, Staffordshire, Derbyshire, Worcestershire, Nottinghamshire, Lincolnshire, and Leicestershire. We support approximately 350 live shows and 250 cinema screenings per year as well as a range of time limited projects.

They are mutually supportive programmes to provide greater resilience to the organisation and to meet the needs of current and potential stakeholders:

- Live shows - 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)
 - [Live & Local – Livingroom](#)

The full network comprises over 280 voluntary organisations across seven counties. It is a partnership between the knowledge and commitment of local volunteers and the professional expertise of Live & Local.

NEW - Rural Hub Towns Initiative

Live & Local has been award substantial additional funds for the period 2023/26 by Arts Council England (ACE) over and above its standard National Portfolio Organisation (NPO) funding.

Live & Local's 'Levelling up for Rural Culture' initiative is a program for five rural hub towns and their rural hinterland located in Levelling Up For Culture Places (LUFC) that brings people, places, and arts together, accessible to new audiences and participants and overcoming real and perceived barriers to arts and culture. We will work via a similar 'place based' model as Creative People & Places (CPP).

About our Work

www.liveandlocal.org.uk

www.bigpictureshow.org.uk

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

About our Funding

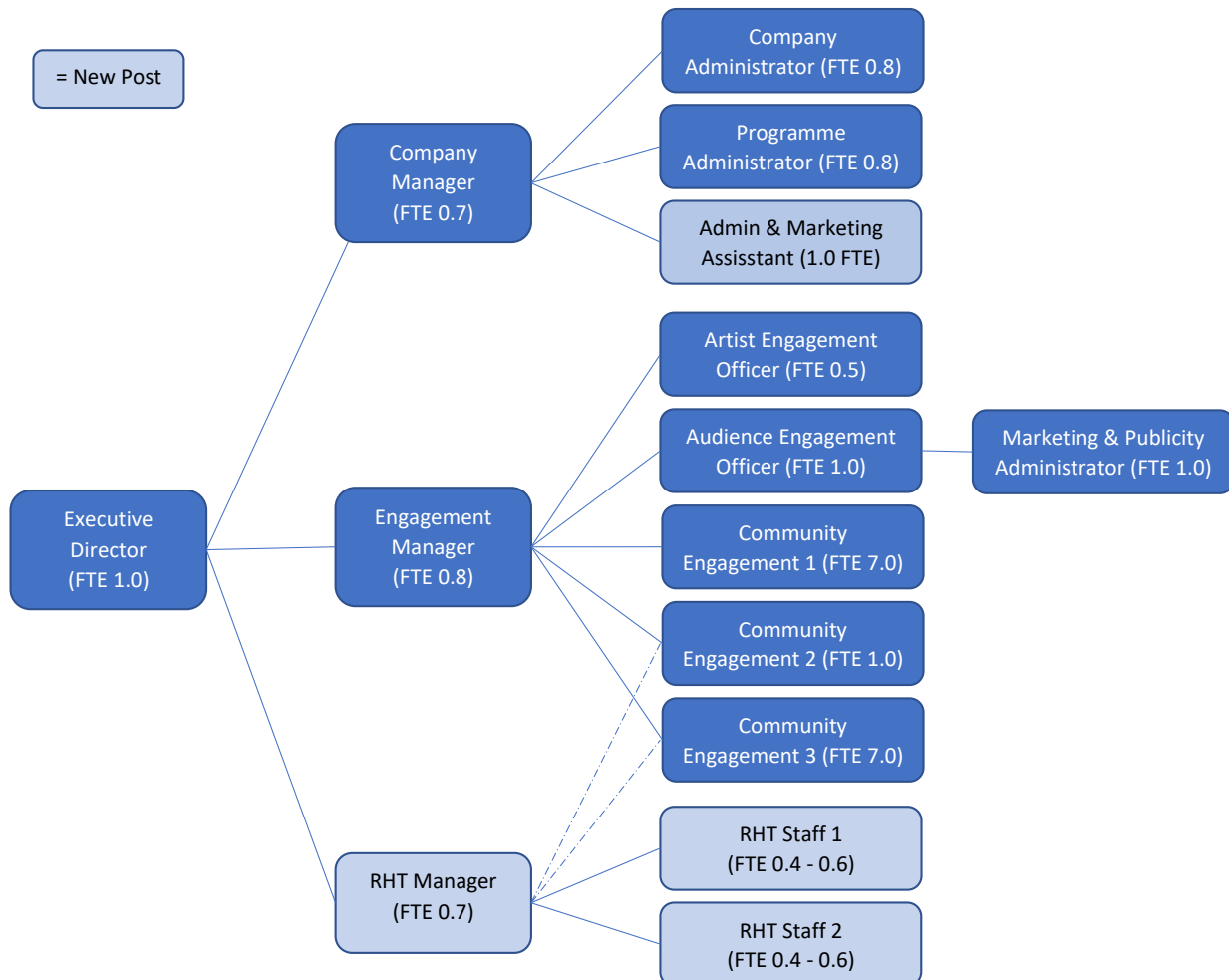
Live & Local is funded by a mix of local, regional, and national bodies. We have retained our National Portfolio Organisation status (NPO) of the Arts Council England (ACE) in the recent round for up until 2026 with a substantial uplift. We also get funding from the British Film Institute (BFI).

We are funded by 35+ County, District or Borough councils. This income is in the form of grants with service level agreements. 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 on the 2nd floor (no lift)

- The office has a networked PC computer system with remote access facilities. Also, two colour digital photocopier/scanner.
- The company is fully equipped for remote working. 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 rural artists and arts organisations. 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>

The touring scheme members form a 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 an NPO of the Arts Council, England.

There is a national conference once a year. 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

“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.”