**JOB DESCRIPTION**

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| **POST:**  | **Audience Engagement Manager** | **DEPARTMENT:** | **Marketing & Communities**  |
| **REPORTS TO:** | **Head of Education & Participation** | **DIRECT REPORTS:** | **Hull 2017 Apprentices** |

PURPOSE:

Our Audience Engagement Manager will be an integral player in the Marketing & Communities directorate, based within the Hull 2017 culture company. Through innovative outreach work, audience development, community engagement and partnership working; this individual will support Hull 2017 to break down barriers to participation in arts and culture.

As an organisation we are passionately developing both local and national audiences. Our strategic business plan sets out the dual objective of bringing 1million additional visitors to Hull across 2017 to engage with a 365-day world class cultural programme; whilst also increasing participation in the arts by 7% amongst local residents and communities. This role will shape the way we achieve this.

RESPONSIBILITIES:

**•** To develop innovative programmes of community engagement and outreach that will increase audience participation in the Hull 2017 cultural programme

• To champion and drive forward audience development across all art forms, in partnership with the key cultural organisations with whom we will be working with to deliver the artistic programme

• To build relationships with community groups across the whole of Hull and East Yorkshire

• To manage and secure regional and national opportunities to grow new audiences for Hull

• To devise a community ambassador initiative that complements our volunteering programme by empowering local residents to speak positively about the City and our artistic programme

• To support the development and implementation of our engagement programme across all our marketing, communications and online activity

• To lead our work with hard-to-reach groups within the community, including NEETs, the socially isolated and minority groups

• To work with our digital team to develop new ways of reaching and engaging audiences online

• To implement targeted support for audiences with specific needs as identified within an Equality & Diversity Action Plan

• To act as a central point of coordination and prioritisation for community / audience participation projects within the Hull 2017 programme.

• To champion our access-for-all objective across the work of the organisation

• To monitor and evaluate audience engagement across the project

• To advocate and actively promote regionally and nationally Hull 2017’s commitment to engaging both local and national audiences as a best practice organisation

• To be an active member of the Marketing & Communities team, working towards the overall vision of Hull 2017

PERSON SPECIFICATION

REQUIRED SKILLS AND EXPERIENCE:

• Significant experience of community and audience engagement, with a proven understanding of barriers to arts attendance and track record of leading initiatives to overcome them;

• 5+ years working in audience development, marketing or engagement roles

• Strong appreciation of taking a strategic approach to audience development and community engagement, and the role marketing and communications can play in achieving both

• The ability to develop new ideas and present those ideas in the context of a wider arts proposition

• Knowledge of how marketing and the media can influence consumer behaviour

• Strong project management skills and practical experience of managing engagement projects

• Can demonstrate excellent internal and external relationship-building skills

• High-level written communication and proofreading skills with the ability to use tone and positioning of content to engage audiences

• Experience of using digital and online as a tool to engage the public

• Proven knowledge / experience of audience development within the context of a local cultural offer

PERSONAL CHARACTERISTICS:

• A self-starter, with the motivation, commitment, enthusiasm and drive to define clear goals and inspire partners to support us to collectively achieve them

• A strong team player with a collaborative style and the proven ability to engage people of all backgrounds

• A commitment to understand the local landscape, in the context of the needs and characteristics of different communities / audiences

• An independent thinker with the flexibility to adapt within an organisation experiencing constant growth and change

• An individual with an innovative approach; able to plan, implement and continually adapt an engagement plan to meet the changing requirements of an artistic programme

• Confident decision maker with a passion for proving effective audience development

• Interest in contributing beyond areas of specialist responsibility

• Ability to work under pressure and to tight deadlines

• An active interest in and appreciation of arts and culture