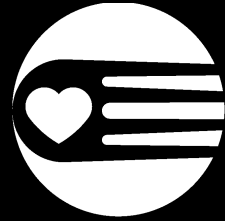


NEW VIC



appetite



Audience Development Officer Information Pack



The Prince & The Pauper (2019/20) Andrew Billington

**Deadline for applications: 10 May at 10am .
Interviews will be held on 27 May .**

Thank you for your interest in the post of Audience Development Officer at New Vic Theatre.

We are seeking a positive, proactive individual with excellent interpersonal skills to join the New Vic and Appetite team to work across New Vic productions and the Appetite programme. With experience of developing working relationships with a broad range of people, excellent communication skills, an ability to work on your own initiative and a demonstrable interest in theatre and the arts, the successful candidate will develop and implement audience development initiatives for the New Vic and the Appetite programme. If this sounds like you, we'd love to hear from you.

We hope that this pack will answer all your questions, but if there is anything else you would like to know about the role or working for the New Vic, please do get in touch on 01782 381371 or by email to recruitment@newvictheatre.org.uk

If you would like a confidential and informal talk with Emily Clarke (Head of Marketing & Communications) or Heather Dowler (Appetite General Manager) prior to applying, please call us on 01782 717954

*Photo, page 1: Astley's Astounding Adventures (2018)
Museum of the Moon (2018)*

The Role

Our **Audience Development Officer** will be based at the New Vic Theatre, in Newcastle-under-Lyme.

The successful candidate will work across the programme of work for the Theatre, and for the Creative People and Places Programme, Appetite. The successful candidate will work with both departments to develop and implement audience development initiatives related to the ambitions of the organisation, as identified in the respective Audience Development Strategies.

As part of the New Vic Marketing and Appetite Department's, this role will be line-managed by the Head of Marketing and Communications and report jointly to the Head of Marketing and Communications and Appetite General Manager

As one of the country's most successful producing theatres, the New Vic welcomes over 180,000 people through its doors each year and delivers a programme of world-class work made with local audiences in mind. Our in-house programme of work which sees us produce around 8 shows a year is complemented by award-winning community programmes and education work

Appetite, the Creative People and Places Programme led by the New Vic, is an artistic programme that aims to get more people to experience and be inspired by the arts, in places where arts engagement is significantly below the country's national average. The theatre has been delivering the programme in Stoke-on-Trent since 2013, and in 2019 expanded into Newcastle-under-Lyme.

Our Audience Development Officer will be involved in helping to develop audiences across all our work, with a particular focus on developing those potential audiences not currently engaged with our work, including; implementing specific audience development initiatives, identifying and developing relationships with local groups and individuals to build attendance and participation in the work and representing both Appetite and the New Vic at events within the local area.

A creative, dynamic organisation, no two days will be the same in this role – one day you might be on the ground at an event such as Appetite's The Big Feast, welcoming new arts attenders to extraordinary pieces of work in the town centre; the next you could be hosting a group of first-time attenders to a show at the New Vic. You may be hosting a stand at a University Fresher's Fair on a Monday, and by Friday, working with a team of Ambassadors to encourage people to attend a performance they may not have considered before. It's a fast-paced, hugely rewarding environment to work in.



Audience Development Officer Role Information

Contract:

The post of Audience Development Officer is offered on a full time fixed term contract basis until October 2023 (with potential to extend the length of the contract dependant on further funding).

Salary

The salary for the post is £20,795 per annum. The salary is paid on the last Friday of each month.

Hours of work

The normal hours are 40 per week to be worked flexibly across Monday to Friday. Due to the nature of the role, there will be times when you are required to work evenings and weekends, for example, at Appetite Supper Clubs, The Big Feast, and at New Vic Guest Nights. We will always give you reasonable notice of when these will be.

Any additional hours are agreed in advance with the Head of Marketing and Communications (in conjunction with Appetite General Manager, when for Appetite events). Where the number of hours worked in any 4 week period exceeds the contractual hours, then time off in lieu at single time will be given. Overtime is not applicable to this post.

Probationary & Notice Period

The probationary period for this post is 3 months. The notice period during the probationary period is 2 weeks. Following successful completion of the probationary period the notice period is 4 weeks.

Holiday Entitlement

The annual holiday entitlement for this post is 20 days plus bank holidays .

General

All eligible staff are automatically opted in for the New Vic's basic pension scheme under auto enrolment legislation.

All offers of employment are subject to the candidate being able to provide suitable proof of their eligibility to work in the UK and references.

Work Location

The role will be based at the New Vic, however the role may involve working from Appetite project sites, (e.g. Newcastle Common project base in Newcastle town centre and from home and from the New Vic).



Projector Bikes (2020)

Audience Development Officer Job Description

Responsible to: Head of Marketing & Communications

Reports to: Head of Marketing & Communications

(New Vic) and Appetite General Manager (Appetite)

Role Purposes:

We are seeking an Audience Development Officer to support our work across both the New Vic and Appetite programme and develop and implement specific audience development initiatives related to the ambitions of the organisation. The role will work closely with the Head of Marketing and Communications and the Appetite General Manager to develop and engage audiences with, and raise awareness of, the New Vic and Appetite's work in the local region.

Main Duties

- * To work with the Head of Marketing and Communications and Appetite General Manager to implement the New Vic and Appetite's respective Audience Development Strategies
- * To develop and implement specific programmes/initiatives to engage with audiences in the local area
- * To develop and implement audience development campaigns designed to encourage first-time attenders to the New Vic and Appetite programmes
- * To identify key target groups for New Vic and Appetite programmes and develop relationships to build attendance in our work from these groups
- * To represent the New Vic and Appetite at events within the community to profile the work of the organisation to a wide range of diverse local people; including being the key representative for the organisation at meetings including Stoke-on-Trent's Access2Entertainment Forum
- * To host events for New Vic and Appetite at specific locations, designed to welcome new audience groups to the theatre/ Appetite events
- * In conjunction with the Head of Marketing and Communications and Appetite General Manager, to develop specific pricing initiatives for under-represented groups in our audiences, to support attendance at events
- * To proactively distribute marketing materials on a regular basis to identified areas/audience groups to support audience development for Appetite and New Vic events
- * To liaise with internal teams to set up ticketing offers for events, projects and other activities
- * To develop Ambassador schemes for the New Vic and Appetite, taking a key role in the recruitment of participants, development and running of the schemes
- * To utilise the Audience Agency's Audience Finder dashboard as a key tool for identifying audiences to target in our area

Audience Development Officer Job Description (continued)

Main Duties (cont)

- * To actively support the use of The Audience Agency's Audience Finder dashboard and the Impact and Insights Toolkit, participating in collecting survey responses and data from artists, audiences and peers as necessary to achieve our evaluation requirements with Arts Council England
- * To maintain robust, accurate records of meetings, events and activities hosted or attended, for reporting purposes
- * To actively participate in debriefs and evaluation sessions relating to projects, initiatives and regular programmes of work
- * To keep abreast of news, new initiatives and developments in the local area and look for opportunities to engage with audiences, new and existing, within our communities
- * To build and maintain positive and productive working relationships with internal colleagues, external community groups and contacts across the city
- * To attend and participate in internal department meetings as required, contributing to the broader work of the department, and other organisational meetings as required
- * In conjunction with departmental colleagues, attend New Vic and Appetite productions and events on opening nights/press nights and as required

General Duties

- * Act as a brand ambassador for the New Vic and Appetite, maintaining brand consistency across all forms of communications, and advocating for our work externally
- * Be an advocate of the theatre and act always in the best interest of the New Vic
- * Support, and wherever possible, promote and contribute to equality, diversity and inclusivity of the New Vic and Appetite
- * Attend training as required
- * Comply and contribute to all company policies and procedures including Health and Safety, Equal Opportunities, Safeguarding and Data Protection
- * To undertake any other duties and training as may reasonably be required within the level and scope of the post

These accountabilities are not exhaustive and may vary without changing the character of the job or level of responsibility.



Audience Development Officer Specification

These are the qualities and skills we are looking for in our Audience Development Officer

Essential

- Relevant previous experience working in an arts, events or marketing role/environment
- Excellent communication skills, with experience of reporting to senior colleagues
- Excellent organisational, planning and administrative skills, with a proven track record of working to deadlines
- Experience of developing working relationships with a broad range of people
- Experience of collecting data for reporting purposes
- Experience of working in a customer facing environment
- Flexible, positive can do attitude
- Excellent interpersonal skills, with the ability to interact with a range of people on all different levels
- Ability to work on own initiative, as well as part of a team
- Good understanding of social media channels and confidence to use them
- Good IT/MS Office skills, specifically Outlook, Word and Excel
- Excellent copywriting, editing and proof-reading skills, with the ability to maintain a high level of accuracy and attention to detail at all times
- Good time management and prioritisation skills
- Demonstrable interest in theatre and the arts

Desirable

- Experience of working with community groups to develop audiences for arts activities
- Experience of working with Customer Relationship Management or Ticketing systems
- A good knowledge of Stoke-on-Trent and Newcastle-under-Lyme areas
- An understanding of Arts Council England and other publicly funded projects
- An understanding of equal opportunities and cultural diversity issues in the Arts
- A full driving licence



The Appetite Project Team is involved in devising and developing a diverse annual programme of arts activity which includes: *The Big Feast*, Stoke-on-Trent's annual outdoor arts festival; trips to local and national arts organisations, and small and large-scale partnership projects. For Newcastle-under-Lyme we are developing a new artistic programme of activity in partnership with local people and partnership organisations. The team is responsible for all associated activity including artistic programming, marketing, production, audience development, volunteering and evaluation.

Appetite is funded through the National Lottery by Arts Council England as part of the Creative People and Places programme. This programme includes 30 programmes across England and we're actively involved in the Creative People and Places Peer Learning Network.

The team works with a network of local people called the Appetite Supper Club to help make decisions about the programme. This group meets once a month. For Newcastle-under-Lyme the team is responsible for the development of new community decision-makers and a range of activities inspired by our model of working in Stoke-on-Trent by working with new people from the Borough of Newcastle-under-Lyme to make decisions about what arts activities they'd like to see in the area.

The team is involved in working with a range of artists and partners locally, nationally and internationally. As such, Appetite team members come into contact with a wide range of people from audience members, volunteers, staff, suppliers and freelance artists. No two days are the same and in a constantly changing environment, Appetite has a flexible approach to prioritising their day-to-day tasks.

As a programme which is supported by a consortium, some of the programme is delivered in partnership with consortium members. Partners in Creative Learning (PiCL) is a key delivery partner who manage financial transactions and contracting for the programme.



NEW VIC THEATRE

‘Staffordshire’s New Vic proves what a regional theatre with ambition and imagination can do’. The Guardian

Our mission is to make excellent theatre-in-the-round and be a force for positive change in our region.

The New Vic is a 600 seat theatre. Built in 1986, it was the first purpose-built theatre-in-the-round in all of Europe. The New Vic is one of the country's most successful producing theatres and a key part of the region's cultural life, engaging over 150,000 people each year. We deliver a programme of international-class work made with local audiences in mind, complemented by award-winning community programmes and education work reaching around 25,000 people of all ages each year. We seek through all our work to help make our local community a better, safer and more inspiring place to live and work.

We explore new and exciting theatre through a continued programme of investment in artistic development. Our busy programme includes both award-winning, in-house work and touring productions. We produce around 8 in-house or co-produced shows a year. We have in-house set, props and costume workshops with permanent staff teams. Our in-house programming includes our acclaimed Christmas show, drama and new writing.

See our website at www.newvictheatre.org.uk to learn more about our work.



Astley's Astounding Adventures (2018)

As one of only a few local arts organisations, our award-winning New Vic *Borderlines*, and New Vic Education departments ensure we are key to the cultural life of the region. Alongside this the

theatre leads, Appetite, an Arts Council England Creative People & Places programme, to engage more people in North Staffordshire in the arts.

Other achievements include a successful UK tour of *Around the World in 80 Days* (in partnership with Kenny Wax Family Entertainment) and a transfer to New York in 2019, winning the 2017 UK Theatre Award for Best Show for Children & Young People for our production of *The Snow Queen*, and we were awarded West Midlands' Most Welcoming Theatre 2018 at the UK Theatre Awards.

The New Vic is a registered charity with a turnover of £3.5 million and operates thanks to a unique partnership between Arts Council England, Newcastle-under-Lyme Borough Council, Staffordshire County Council and Stoke-on-Trent City Council.



The Wind in the Willows (2018/19)



Around the World In 80 Days (2014)

*“standing ovation for this beautifully-executed
magnificently preposterous romp”*



The Independent for *Around the World in 80 Days*

*“A joyous family show...Stupidly ambitious and
gorgeously inventive ...”*



The Guardian for *Astley’s Astounding Adventures*

*“one of the most impressive hours I’ve spent
in the theatre”*



The Observer for *Dracula*

Applying

The New Vic aims to attract, develop and retain the best talent for all roles and will always appoint based on merit. We consider that diversity is good for the art we make, good for artists, good for audiences, and good for the cultural sector. The New Vic is an equal opportunities employer. We value diversity in our workforce and positively encourage applicants from all sections of the community, particularly applicants under-represented across the arts workforce, particularly applicants with a disability, applicants who are LGBTQIA+ or applicants of African or Caribbean heritage, South, East and South-East Asian heritage or anyone who experiences racism.

How to apply:

Complete our application form and equal opportunities form (this is one document). You must fill in this form as CVs and covering letters are not accepted. **The deadline for applications is Monday 10 May at 10am.**

We want to make sure that our application process is accessible to everyone, so please do tell us if you need any of this information in another format (e.g large print, audio).

Email your application form to recruitment@newvictheatre.org.uk using the subject line Audience Development Officer or post the form to Administration, New Vic Theatre, Etruria Road, Newcastle-under-Lyme, Staffordshire, ST5 0JG.

In your application, please tell us about your relevant skills and experience, letting us know how you match the person specification.

So you are aware, we separate section 1 of the application form and the equal opportunities monitoring form before short listing. The short listing panel will make their decisions based solely on Section 2, without access to any of your personal information. Further information on how we use and store the data provided in your application form is available on our website.



We appreciate the time and effort it takes to apply for a role, so we will contact you whether you are successful or not at every stage of the process.



New Vic , Etruria Road, Newcastle-Under-Lyme, Staffordshire, ST5 0JG
Stoke on Trent & North Staffordshire Theatre Trust Ltd. Company registration number: 911924. Charity registration number: 253242.

The New Vic operates thanks to partnership between the Arts Council England, Newcastle-Under-Lyme Borough Council, Staffordshire County Council, and Stoke on Trent City Council.