

Job Opportunity
Audience Development Consultancy
Clonmel Arts Partnership

ROLE DESCRIPTION & APPLICATION INFORMATION

Role title: Arts Audience Development Consultancy, Clonmel Arts Partnership

Reporting to: Project Steering Group of Clonmel Arts Partnership (Artistic Director, South Tipperary Arts Centre; Artistic Director, Finding A Voice concert series and Artistic Director Clonmel Junction Arts Festival)
Employment and operational reporting to Artistic Director Clonmel Junction Arts Festival.

Location: Clonmel, Ireland. The appointee(s) will be required to spend significant, agreed working time in Clonmel and to develop relationships and initiatives within Clonmel. Appointees may be based elsewhere.

Salary: Clonmel Arts Partnership will pay an amount of €24,000 for the services outlined below.

BACKGROUND TO THE PROJECT

The three organisations that form the consortium in this proposal have a strong track record of delivering high-quality arts events in Clonmel. The consortium is focused on strengthening our collective audience reach by working together to develop a greater understanding and connection with the public.

Clonmel Junction Arts Festival provides an annual opportunity for local audiences to engage with the arts, a platform for development to regional and national artists, and the infrastructure to develop a body of professional arts workers in Clonmel. The 2022 festival takes place from 2nd - 10th July and features a programme that celebrates theatre in our Festival Dome, as well as literature, visual arts, music, film and dance. The focus is primarily on performing arts, with 2 major works produced or co-produced by CJAF premiering in 2022.

South Tipperary Arts Centre (STAC) was founded 25 years ago to be a focal point for the arts in Clonmel and to be a centre of excellence for the arts in Tipperary and the wider region. With a focus on delivering access to high quality arts programming for a diverse range of audiences, STAC's 2022 programme will offer a variety of arts experiences spanning visual art, dance, music, film, poetry and more, including the support and commissioning of new work.

Finding A Voice concert series began in 2018 to celebrate music written by remarkable women composers through the ages in a series of concerts in Clonmel around the weekend of International Women's Day. The 2022 festival takes place from Thursday 3rd to Tuesday 8th March 2022 and features performances from leading Irish and international musicians, alongside workshops, talks and screenings.

Building on previous audience development work, we wish to engage professional expertise – a person to carry out a body of work with the consortium partners over a nine-month period. The consortium is open to applications from individuals, groups of individuals or companies with the right skills and commitment.

PURPOSE OF THE ROLE

This is an exciting project working with three established and innovative Arts Council-funded organisations to develop the audience for the arts in Clonmel. The successful candidate will lead on developing and implementing integrated audience development strategies which meet the public-focused aims of these Clonmel-based arts organisations. Building on an in-depth analysis and report on audiences in the area completed in 2020, the appointee will be a key element in retaining existing and developing new audiences for the arts in Clonmel and South Tipperary in 2022, helping the organisations involved to take advantage of the crossover of audiences which are identified. The role combines development of strategy as well as hands-on implementation, and input into the communications and marketing of all three organisations. The project will benefit from the input of an external audience development mentor. This role will be structured and results-oriented to meet specific audience development goals.

PROFILE

We are seeking a unique person or organisation to work with us.

The person/organisation appointed will:

- Demonstrate passionate advocacy for the arts, experience in the cultural sector and ability to work independently, while combining creativity, analytical skills and insight gained across roles in the cultural sector.
- Drive the process of understanding and strengthening the relationship of the arts with local audiences and translate that understanding into actions, which will in turn drive engagement.
- Act as the primary advocate for the audience internally and externally, and communicate the essential character and nature of the three organisations to all its stakeholders.
- Will be looking for a new challenge, with experience working in the cultural sector and keen to make a contribution to the development of the arts and its audience in a significant regional town.

- Be analytic, solutions-oriented, and able to balance the needs of three separate though related organisations through an integrated understanding of how those audiences intertwine.
- Relish the nature of the role in its diversity and be capable of managing themselves to be both strategic and responsive.
- Be adept at comprehending the requirements of different artforms/audiences, confident in their own abilities and able to identify resource and skills needs where required.
- Have experience and the knowledge to carry out the programme and the ability to learn and adapt where necessary.

ROLE AND RESPONSIBILITIES OUTLINE

The three Artistic Directors will agree a timeframe and priority areas of work and will adapt the list below to reflect this.

The responsibilities of the Audience Development appointee(s) will include:

Audience Development

- Build on the in-depth understanding and experience of the actual and potential audience, engaging with their likes, dislikes, motivations and aspirations in relation to the arts in Clonmel.
- Develop an imaginative and expansive cross-organisational audience development strategy to underpin continual growth and diversification of arts audiences and to ensure a wide range of communities in the audience demographic.
- Put systems in place to collect, analyse and disseminate intel about the audience by gathering data and analytics, holding surveys and focus groups and analysing
- Work with the artistic directors to diversify the arts audiences in Clonmel

Marketing & Communications

- Work with the Artistic Directors on the development of creative materials for all Clonmel arts organisation projects on-site, off-site, touring, and digitally.
- Advise, implement and evaluate marketing and sales for all activities in the project timeframe, with particular emphasis on digital strategies and integration.
- Contribute to the development of a cross-organisational digital strategy that positions Clonmel as a cultural resource in the region.

Brand Development

- Assist on the process of expressing Clonmel's cultural identity in partnership with other stakeholders in the creative and cultural community in the town, including within the local authority, TUS Clonmel Digital Campus, Tipperary Museum of Hidden History, etc

Other

- Foster a culture of inclusivity and diversity internally and externally.
- Uphold the organisations' values in all aspects of your work.
- Undertake any other duties as may be reasonably required of the post.

SPECIFICATIONS

Essential

- Experience in arts marketing/audience development
- Proven skills in working on arts marketing campaigns
- Experience in undertaking research campaigns
- Experience in managing websites, e-newsletter and social media platforms (e.g. Facebook, Twitter, Instagram and YouTube)
- Excellent knowledge of social media
- Excellent copy-writing and accurate proof-reading skills
- Excellent knowledge of word processing, databases and spreadsheets

- Commitment to furthering diversity, inclusion and representation in all aspects of the work

Desirable

- Actively enthusiastic about music, theatre, visual arts, literature and performance
- Social media campaign experience
- Database management experience

Personal Qualities – individuals

- A creative problem solver who enjoys using their own initiative
- Hardworking, enthusiastic and motivated. Able to work alone and be a team player
- Able to work under pressure to deadlines and within tight budgets
- Excellent written and verbal communication skills
- Well organised and confident

The Audience Development Project is a fixed-term position from January 2022 to September 2022.

Evening and weekend work may be required during production/performance periods. No overtime is payable.

Garda Vetting applies

If you are interested in the role, you should submit a CV/organisation profile and a letter detailing why your experience suits you for this role to director@junctionfestival.com no later than 5pm on Monday 29th November 2021. Interviews will be conducted on Friday 3rd December 2021.

Clonmel Junction Arts Festival, South Tipperary Arts Centre and Finding a Voice Concert Series are equal opportunities employers.