

Polish speaking Audience Engagement Officer - Job Description

Organisation: Imagine If Theatre Company

Position: Polish speaking Audience Engagement Officer

Responsible to: Artistic Director

Salary: £29,900 pro rata

Hours/Days Required: Part time (1-2 days a week for 6 months)

Job Start Day: ASAP

About imagine if

imagine if is a Theatre Company and Registered Charity based in Leeds. The theatre we create is based on the world around us comprising real stories from real people; we create work that is inspiring, entertaining, thought provoking and unashamedly honest for intimate audiences. We engage with those who have direct, personal experience of social problems in Britain through our theatre productions and workshop packages. Consequently, we place those without a voice at the forefront of each imagine if production. We show excellence in the way we engage with artists, audiences and participants, making an active difference to their lives through theatre. We do this through supporting those most excluded from society and delivering art to make a long-lasting positive impact. As well as our theatre productions, imagine if also runs a range of drama-based workshops across the UK, specific to each demographic we work with. These demographics include: offenders, ex-offenders, those with mental health issues, addicts and recovering addicts, young adults in the care system and those from disadvantaged backgrounds.

Role summary

To deepen engagement with existing audiences and to establish new connections with communities in areas of low arts engagement, with a particular focus on working with communities with Polish heritage. To help support the devising and delivering of wrap around projects and activities such as workshops, drop in's and after show discussions that support the company programme of work. To support the evaluation of the project and to monitor and record data outcomes.

Role responsibilities

- Using company data and audience development tools to support the team in ensuring that the company's work reaches areas of low arts engagement.
- Identify barriers to participation/engagement and work with the team to remove barriers to access.
- To develop and broaden Imagine Ifs audiences and focus on enhancing engagement through participation, activities, attending events, workshops and creating opportunities within Polish communities and wider communities linked to imagine if's programme of work.
- Devising wider engagement initiatives to provide opportunities for new audiences to see our work, with a focus on communities with Polish Heritage.

- Working with the wider team to devise and deliver wrap around events including pre/post show discussions and workshops.
- Play a key role in building relationships with partners to support the development and delivery of imagine if projects.
- Identify community participants and recruit and signpost to relevant activities and services.
- Build and maintain existing relationships with community partners, organisations and participants.
- Managing and developing volunteers.
- Building relationships with schools and colleges where relevant.
- Acting as an ambassador for the company and its work.
- Facilitate effective and timely promotion and evaluation of imagine if activity.
- Provide updates and report.
- May be required to work outside normal hours, including evening and weekend working.

Audience & Data gathering

- Advising on the company's social media strategy and assisting with the social media accounts.
- Utilising analytic tools i.e Google Analytics to understand user behaviours.
- In all cases, to comply with the data protection act and GDPR.
- Regularly evaluating marketing and audience engagement activity and ensuring that this learning informs future campaigns.
- Keeping up to date with industry news and events.
- Designing and administering show specific audience surveys and compiling corresponding data.
- Being the relationship holder with key audience development partners such as the Audience Agency.
- In all cases, to comply with the data protection act and GDPR.

Person Specification

Essential

- A minimum 2 years' experience of audience development roles.
- A track record in creating and managing marketing and/or audience development campaigns.
- Experience of social media and running successful engagement campaigns.
- Specific experience of working with marginalised or hard to reach groups of people.
- The passion and confidence to creatively engage with hard to reach theatre audiences and community engagement.
- A strong understanding of the arts sector and an awareness of sector developments and news.
- Confident networker with strong written/spoken communication skills in Polish and English.
- Ability to work independently without direct supervision, use initiative to manage own workload effectively and work to deadlines.
- Experience of project planning and working within project budgets.

Desirable

- An understanding and knowledge of Polish Communities in the UK.
- Connections within the Polish community.

- Experience of working with a theatre company.
- Full Driving license and access to own transport desirable.

How to Apply: Please email a CV and cover letter no longer than one page of A4 detailing why you are interested in the role to: kelly@imagineiftheatre.co.uk and put 'AEO' in the email subject.

DEADLINE FOR APPLICATIONS: Monday 29th July 2019 (Interviews W/C 5th August to start ASAP)

Please familiarise yourself with imagine if via the following outlets before applying:

Website: www.imagineiftheatre.co.uk

Facebook: www.facebook.com/imagineiftheatrecompany

Twitter: www.twitter.com/imagine_if_co

Due to the nature of our work with vulnerable people, we follow rigorous safeguarding and protection policies and procedures in our recruitment process. As a result, some of our roles are subject to an Enhanced Disclosure by the Disclosure and Barring Service. A criminal record will not necessarily bar you from joining us as an employee or volunteer; this will depend on the circumstances of any offences.