

Introduction

This pack contains information on the role of **Audience Engagement Manager**, including the job description, person specification, overview of Photoworks and how to apply.

Purpose of the role

Working closely with the Directors, the Audience Engagement Manager is responsible for driving audience growth for Photoworks and our partnerships activity, with the aim of increasing reach, engagement and income generation.

As Audience Engagement Manager you will be responsible for growing our membership, and increasing engagement for our partnership activities, with a particular focus on the online programme for our major collaboration with Historic England; Picturing High Streets Digital Mass Participation initiative.

You will be interested in building online communities and engagement, with the skills to implement strategies for income generation activities - including membership, online shop, and sponsorship - in order to increase our income.

About Photoworks

Photoworks champions photography for everyone. We are an international platform, global in reach, and have provided opportunities for artists and audiences since 1995. We do not have a physical venue, but our online channels are always open. Our programme brings new experiences to audiences and opens new ways to encounter photography.

Photoworks is a registered charity and the only organisation with a national remit for photography in England. Our work is supported by public funding through Arts Council England's National Portfolio.

We partner with organisations and venues across the UK, and internationally, to deliver our programmes. We are a small team of eight full-time and part-time staff, supported by freelancers and artist facilitators.

About Picturing High Streets (PHS)

Picturing High Streets is commissioned by Historic England and delivered by Photoworks as part of the High Streets Heritage Action Zones Cultural Programme, the biggest community-

led arts and heritage programme in the public realm. It is produced in partnership with GRAIN Projects, Impressions Gallery, Open Eye Gallery, London College of Communications, Photofusion, QUAD/FORMAT, Redeye, ReFramed and The Photographers' Gallery.

The three-year project is delivering six photographer-in-residence programmes at six high street locations across England, as well as artist mentoring and a digital nationwide mass participation project.

The Picturing High Streets Digital Mass Participation initiative seeks to bring the high street to life through an invitation to the public to submit their own contemporary images of the high street with a dedicated PHS Instagram account. This will form an unofficial digital archive, creating a snapshot of the high street today. A selection of the photographs will be exhibited on digital advertising spaces, outdoor panels and in shop windows and enter the Historic England Archive.

About Photoworks Friends (Photoworks' membership programme)

Photoworks Friends are supporters of our organisation who enable us to deliver our ambitious programme of work. Photoworks Friends directly support our programme and fund opportunities for artists. They are offered exclusive benefits and opportunities as part of their membership. Currently Photoworks Friends receive:

- the latest issue of Photoworks Annual or Festival in a Box
- 20% off the full range of books, prints and editions in the Photoworks shop
- first looks at a wide range of Photoworks digital content before anyone else, including early access to the latest issue of Photography+
- opportunities to buy a yearly Photoworks fundraising print before anyone else
- behind-the-scenes news and insights
- invitations to special events hosted by Photoworks and our partners

Developing our Photoworks Friends offer is a major programme focus for Photoworks going forwards, and growth of our membership base a crucial revenue source for our activities.

About you

You are a highly driven, organised and dynamic individual with a passion for arts and community building. You'll have an excellent understanding of audience engagement and have a vision for expanding the community of Photoworks members. You might not be from an arts background, but you will have experience in online community building or programme delivery for subscribers that is applicable to maintaining and growing a membership programme in a cultural context.

We are an equal opportunities employer and welcome applications from candidates of all backgrounds.

Job title:	Audience Engagement Manager
Position:	Part-time, 3 days per week
Location:	England based remote working with the option to be based in our office in Brighton
Working hours:	Freelancers can choose their own start and end times between 8am and 6pm. A standard working day is eight hours including one hour for lunch. Occasionally, evening and weekend working will be required (by prior agreement).
Line manager:	Director
Fee:	Freelance, up to £135 per day depending on experience
Contract type:	Freelance 12-month contract initially, with opportunity to extend or explore PAYE opportunities

Job Description

We are looking for an ambitious and driven **Audience Engagement Manager** to build our Photoworks Friends membership programme and lead our online engagement strategy for our Picturing High Streets Digital Mass Participation project.

You will be responsible for leading strategic engagement for the Picturing England's High Streets Instagram Channel, encouraging public submissions to curate an exciting and engaging feed. You will oversee 12 calls running until the end of September 2023, working with key guests to deliver exciting photography challenges/activities to people across England.

Main Responsibilities

Audience development and communications

- Manage external PR consultant to maximise media coverage and position the organisation in accordance with the communications strategy.
- Working with the Director to oversee the implementation of social media strategy and support when needed.
- Lead comms relationships with key partner organisations, including Historic England.
- Working with the Director, develop and implement strategies to grow Photoworks' membership base, leading the development of related events.
- Working with the Director and Editor, identify sponsorship opportunities and put together proposals.
- Oversee production of online content and e-communications for existing donors and Patrons.

- Monitor and analyse membership and online customer data to understand performance.
- Oversee gathering and analysis of audience data and research, including web and social media analytics provided by the Digital Marketing Officer, to inform ongoing strategy and comms activity.
- Contribute to quarterly Board reports on audiences, membership and commercial activity.

Project Lead: Picturing High Streets Digital Participation Project

- Lead with PHS project team at Photoworks and Historic England to ensure the continued smooth running of mass participation project
- Liaising with multiple project partners to ensure communication is consistent and timelines are met
- Lead strategy and oversee delivery of organic IG campaigns through partners and forging new online relationships
- Help develop and apply the remaining 12 'Calls to Action' to ensure best organic reach to access and engage to public
- Work with partners to ensure comms and PR is linked up across the partners
- Ensure KPIs are on track
- Manage the project budget, including monthly budget reviews
- Oversee project evaluation including weekly data analysis, fortnightly reporting as well as quarterly updates
- Work with Historic England to contact and secure permissions for the c.50 photographs that will enter the Historic England Archive from the remaining call outs
- Attend relevant meetings with Historic England and project partners

Other

- Line manage the Digital Marketing Officer, setting clear goals and supporting personal and professional development.
- Assist the team in the efficient day-to-day running of the organisation when needed.
- Act in accordance with Photoworks policies including diversity, equal opportunities, safeguarding and H&S.
- All Photoworks employees are required to support the organisation's fundraising aims by acting as ambassador for the organisation, supporting excellent relationships with existing and prospective funders, and identifying opportunities.
- As a member of the Photoworks team, you will be asked to attend key events and exhibitions in our programme, both in Brighton and elsewhere.

Competencies

Knowledge and experience (essential)

- Experience of working in a similar role on audience engagement, marketing, comms and/or public engagement projects (this does not have to be in the arts sector).
- Line-management experience
- Excellent written and verbal communication skills.

- Excellent administrative and organisational skills, with the ability to prioritise and multi-task to meet tight deadlines.
- Good interpersonal and management skills, with an ability to build effective working relationships with a range of colleagues and stakeholders.
- Proven experience of managing / overseeing budgets.
- Excellent attention to detail.
- Ability to synthesise ideas and objectives into strategy, and planning
- The ability to think creatively about storytelling.
- Computer literacy (PC and Mac) and willing to learn new programmes as needed.
- Experience writing and reviewing copy for social media.
- Experience evaluating data and circulating project reporting.

Knowledge and experience (desirable)

- Experience of producing creative digital content for target audiences

Attributes and personal qualities

- A commitment to, and understanding of, the principles of diversity and representation combined with how to apply them to everything you do at work.
- Strategic and creative thinker, flexible and open to new ways of working.
- Passion for communicating with and inspiring audiences, communities and partners.
- A strong interest in, and ability to anticipate, current and future digital trends.
- Interest in cultural trends.
- Interest in working at Photoworks.

You must have the right to work in the UK to apply or this position.

To apply, please email your CV (no more than two pages) and a cover letter (no more than two pages) outlining how you meet the criteria for the role to jobs@photoworks.org.uk. We also ask that you complete the anonymous monitoring form. Deadline for applications is **9am on Monday 1 May**.

Further Information

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About Historic England

We are Historic England the public body that helps people care for, enjoy and celebrate England's spectacular historic environment, from beaches and battlefields to parks and pie shops. We protect, champion and save the places that define who we are and where we've come from as a nation. We care passionately about the stories they tell, the ideas they represent and the people who live, work and play among them. Working with communities and specialists we share our passion, knowledge and skills to inspire interest, care and conservation, so everyone can keep enjoying and looking after the history that surrounds us all. www.historicengland.org.uk

High Streets Heritage Action Zones Cultural Programme

Taking place in more than 60 high streets across England, and receiving £7.4 million from UK Treasury, Arts Council England and National Lottery Heritage Fund, it's the largest ever community-led arts and heritage programme. By restoring local pride and attracting people back to their local town centres, the High Streets Heritage Action Zone scheme is playing an important role in Levelling Up and acting as a powerful catalyst for increasing opportunities and prosperity. To find out more visit <https://historicengland.org.uk/get-involved/high-street-culture>