

National Theatre Wales

Job Description: Audience Development and Insight Coordinator

Main Purpose of the Job

Working closely with the Head of Communications, the **Audience Development and Insight Coordinator** is responsible for managing all aspects of the company's audience research and insight work. Through strategic and tactical collaboration with the Communications Coordinator, they will play a vital role in informing and shaping the company's dynamic and exciting audience development plans.

This new role involves working with an external consultant, contributing to a new audience development strategy and will help NTW better understand current and potential audiences and improve our CRM and data management processes. They will help us maximise the potential of digital channels and systems, generating insight that keeps our audiences at the heart of what we do.

Reports to

Head of Communications

Working for NTW

Every member of staff at National Theatre Wales has a significant role to play in achieving the Company's goals. Everyone is an advocate for the Company's work and ethos and Company Members are encouraged to go and see work, develop networks and connections, introduce new artists and community members to NTW and to help develop ideas for the future. Attendance at Company meetings and ideas meetings, and active involvement with NTW TEAM – our programme involving a wide range of communities in everything we do – is a valued part of everyone's job. Beyond the specific tasks of each job description, these Company-wide activities are a key part of each Company member's contribution and achievement.

Key Tasks

Audience insight

- To monitor audience data for all productions and events on an ongoing basis including ticket sales and accessibility requirements.
- To work closely with staff across NTW and with external audience development consultants, gaining an understanding of additional audience data and insight needs e.g. data needed to inform audience campaigns, to inform strategies, for monitoring and evaluation.
- To gather data from internal systems and software e.g. Tessitura (CRM), NTW website and other digital channels, to meet those needs.
- To analyse and interpret the data and create reports and data visualisations to share the insight generated.
- To work closely with the Head of Communication to implement Culture Segments - audience segmentation.
- To undertake structured research and engagement into developing audiences in the communities NTW tours to with productions and events.

Customer Relationship Management (CRM)

- To support the Head of Communications in managing NTW's CRM database, Tessitura, ensuring it is set up effectively and fit for purpose. NTW has a sublicense to use Tessitura which is serviced through an agreement with the Wales Millennium Centre and is part of a consortium of venues using this CRM.
- To manage all aspects of the NTW box office systems including the setting up and putting on sale of new productions and events. When the Company is on tour to non-traditional venues, this may also include setting up and managing a local box office, ensuring the required IT support is in place to allow live ticket sales and data capture.
- To provide training for Tessitura usage to NTW colleagues as required and to be an advocate for the system internally.
- To be one of the lead contacts for Tessitura, attending group meetings and training sessions and sharing best practice with the rest of the team. To troubleshoot staff queries or issues, filtering those that can't be resolved through to the Tessitura helpdesk.
- To oversee the collation of internal data for adding to Tessitura, and maintaining the database in accordance with DPA and GDPR and to work closely with the Head of Communications to ensure that the Company always complies fully with all aspects of data protection.
- To brief box office colleagues at the Wales Millennium Centre (who provide a telephone sales facility for the company) about NTW's forthcoming performances and events and to manage the company's ticket holds, liaising with the Assistant Producer in support of the company's guest performances.
- To maintain an excellent, collaborative relationship with other consortium members and to attend consortium meetings.

Website/Digital

- To set up and manage all website (Google Analytics) and social / digital analytics
- To assist as required in the maintaining and updating of NTW's website, in particular setting up of performances and events prior to public sale.
- To manage NTW's Google AdWords account, in line with the audience development strategy and campaign plans, ensuring it is up to date and that NTW is utilising any Google Grant funds available.

Research

- To support the Head of Communications with audience research projects.

Event support

- To schedule accessible performances (audio description, captioning, sign language, touch tours etc) with the Production Coordinator and to contract freelancers to deliver this service

Collaboration and TEAM

To engage and promote Collaboration /TEAM activity

- To meet regularly with Collaboration colleagues to ensure that their events and activities are well supported and scheduled for support from the wider Communications department and that the Collaboration/TEAM section of the NTW website is current and up to date.
- To supervise placements/work shadowing opportunities for TEAM members.

- To investigate and instigate closer links between the work of the Collaboration Department and NTW's audience development plans.

Organisation

- As the post will require handling, processing and recording of restricted information, confidentiality is required to be maintained at all times.
- Attendance at performances by NTW and other companies, to develop and maintain an understanding of developments within the Company's work and the wider sector.
- Comply with NTW Health and Safety Policy and statutory regulations.
- Any other duties as and when required.

Person Specification

ESSENTIAL

Experience

- Knowledge and demonstrable experience of working with Tessitura or similar CRM package.
- Collation and interpretation of data.
- Reporting and presenting insights generated from data analysis.

Knowledge and Skills

- Excellent communication skills.
- High level of computer literacy and knowledge of Mac hard/software.
- Confidence in the use and management of digital technology.
- Database management.

Personal Attributes

- Analytical thinker and planner, with the ability to interpret complex data.
- Value the importance of attention to detail and accuracy.
- Ability to plan and organise their workload, meet deadlines and work under pressure on own initiative and as part of a wider team.
- A passionate belief that theatre matters, is for all, and can and should be enjoyed by everyone.

DESIRABLE

Experience

- Working with Wordpress.
- Knowledge of GDPR and data protection law.
- Demonstrable experience of website management and CRM systems.
- Setting up and using website and digital analytics software and reporting on insights generated from these tools.
- Analysing findings, and reporting on insights from gathered audience data.
- Working with Culture Segments tag tool and reporting on findings.
- Managing budgets, reconciliation and purchase ordering.
- Managing suppliers and agencies, e.g. CRM / technology providers.
- Developing new audiences.

Knowledge and Skills

- Social media channels.

- Welsh language skills.
- Awareness of the Wales arts scene and developing audiences in Wales.
- An understanding of how to monitor the effectiveness and return on investment of campaigns.

TERMS AND CONDITIONS

Salary: £27,061 per annum, pro rata

Hours: 4 days per week, one-year fixed term. We would consider flexible working arrangements for the right candidate.

Holidays: 25 days per year, pro rata (excluding statutory Bank Holidays)

Term: This is a 12-month contract, subject to a satisfactory six weeks probationary period.

Notice: Following completion of a successful probationary period, the notice period is six weeks on either side.

Pension: Pension: After completion of a satisfactory probationary period the Company offers a stakeholder pension scheme with Royal London, where contributions are deducted from salary. You will be automatically joined to this scheme, subject to meeting the eligibility criteria. (You do have the option of subsequently serving an opt out notice within six weeks of joining, if you do not wish to be a member of the scheme. In the event of exercising this option your contributions will be returned to you). At present there is a 5% contribution from the Employer into this scheme. The employee contribution is currently at a minimum of 3%, in order to accord with the Government's pension auto enrolment requirements, as they presently stand.

We encourage applications from all parts of the community and in particular those which are currently under-represented at NTW, including people of colour and disabled people.

National Theatre Wales is a faith friendly company.