

# Application Questions – Audience Development Manager

**IMPORTANT: PLEASE READ BEFORE APPLYING**

In order to avoid unconscious bias in recruitment, we will only assess your application based on what you write on this document. We will not have access to your CV until after we have finished shortlisting. Please make sure you include anything you think relevant in the answers to the questions as we will not be able to assess you on anything you do not put on this form.

If you do not feel comfortable given written answers to questions, we will also accept video or audio recordings of you answering the questions. If you choose to submit a recording, the shortlisting panel will hear your voice (and, if you submit a video, know what you look like) but will not have access to your CV, your name or your previous experience.

**How to complete:**

Please answer each question. Try to give us enough detail to demonstrate that you meet each of the areas on the person specification.

With each question include an example and explain what you did, how it demonstrates your skills and experience and what the outcome was. We have grouped the criteria together where we think they may be related. You can answer each question with one example if it covers all the areas listed or you can use a different example to explain each area.

For tips and information on completing this document, please read the document “Applying for a job at Attitude is Everything” and the “Examples of how to answer application questions”.

Once you have completed the Application Questions, attach it to an email with your CV and send it to [administrator@attitudeiseverything.org.uk](mailto:administrator@attitudeiseverything.org.uk) with “Audience Development Manager Application” as your subject line.

Application deadline: Midnight Sunday 12th March 2023

If you have any questions about the role, please contact jacob@attitudeiseverything.org.uk

**Question 1 - Why are you interested in this role at Attitude is Everything?**

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**Question 2 – Audience Engagement**

**Explain and give an example as to how you meet the following areas of the person specification. You can answer each question with one example if it covers all the areas listed or you can use a different example to explain each area.**

* Strong understanding of the barriers diverse disabled people may face when seeking to attend live events.
* Strong understanding of the concept of intersectional barriers people may face when seeking to attend live events.
* A deep commitment to the value of lived experience and platform-sharing.
* Ability to support the access requirements of disabled audiences and volunteers, including in online, in-person and festival settings.

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**Question 3 – Industry Influencing**

**Explain and give an example as to how you meet the following areas of the person specification. You can answer each question with one example if it covers all the areas listed or you can use a different example to explain each area.**

* Ability to conduct quantitative and qualitative audience-focused research, using a range of IT packages including CRMs, research software and social media.
* Confidence in running focus groups and one-to-one interviews with volunteers.
* Ability to review and process complex information and data and use it to produce accessible guides and resources for both general audiences and the music industry.
* Ability to contribute to the crafting of influencing campaigns based on research findings.

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**Question 4 – Partnership Building**

**Explain and give an example as to how you meet the following areas of the person specification. You can answer each question with one example if it covers all the areas listed or you can use a different example to explain each area.**

* Ability to maintain positive working relationships with external partners.

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**Question 5 – Organisational Development**

**Explain and give an example as to how you meet the following areas of the person specification. You can answer each question with one example if it covers all the areas listed or you can use a different example to explain each area.**

* Ability to line manage in a supportive and motivating way
* Ability to record, obtain and analyse data accurately and reliably.
* Ability to collaborate across teams and with other managers on cross departmental projects

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**Question 6 – Contributing to the Wider Team**

**Explain and give an example as to how you meet the following areas of the person specification. You can answer each question with one example if it covers all the areas listed or you can use a different example to explain each area.**

* Understanding of the Equality Act and what it means to make reasonable adjustments
* Commitment to equality and diversity and an understanding of the Social Model of Disability
* Ability to reflect Attitude is Everything’s values and priorities

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**Question 7 - Under the Immigration Act 1996, we are required to ask for proof of your right to work in the UK. This will be requested once an offer of employment has been made.**

**Do you require a work permit to work in the UK?**

**Yes**

**No**

**Question 8 - Do you have any criminal convictions (excluding any considered “spent” under the Rehabilitation of Offenders Act 1974)? (Minor motoring offences should be disregarded):**

**Yes**

**No**

**Question 9 – Are you able to provide the names, job titles and email addresses of two people who can provide you with a reference outlining your suitability for the role? One should be your current or most recent employer.**

* We will not contact anyone for a reference until we have made you an offer for a job and will always check with you before contacting your current employer.
* Please provide the details in the space below. If your references are on your CV, you do not need to repeat this information here.

**Reference 1**

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**Reference 2**

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**Question 10 – Declaration**

**I declare that I have answered all the questions in this document to the best of my knowledge and that all of the information that I have given is correct. Misleading statements may be sufficient grounds for cancelling any agreements made.**

**Name:**

**Date:**