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# Audience Development Manager

**About Attitude is Everything:**

Attitude is Everything is a charity that connects disabled audience members, performers, employees and volunteers with music and live event industries to improve access together.

Through our work:

* Disabled people lead the change.
* Industry professionals learn from real-life experience and expertise.
* Barriers are identified and removed.
* Good practice is celebrated and rewarded.
* More disabled people play their part in music and live event industries.

We have been working with the UK’s music and live event industries for over 20 years and increasingly work internationally. Attitude is Everything is a highly trusted ‘brand’, attracting a wide range of industry partners who now work with us to achieve our goals.

As a disability-led charity, we welcome applicants from all backgrounds, and work with employees to meet any access requirements.

**Details**

* **Salary:** £34,000
* **Hours:** Full time – 35 hours per week. This role will include some work outside these hours for evenings and weekends – especially during the summer festival season. Time off in Lieu is offered for additional hours worked.
* **Based:** Office - London, NW1 with potential for travel across the UK and beyond. A combination of remote and office-based working will be considered – we are a now a hybrid-working team.
* **Reports to:** Head of Research and Campaigns
* **Line manages:** Volunteer Coordinator
* **Pension:** 10% employer contribution
* **Holiday:** 26 days per year

# Purpose of role

This role will spearhead work to expand upon Attitude is Everything’s engagement with and support for diverse disabled audiences.

Since our inception, accessibility for audiences has been at the heart of our organisation’s advocacy and campaigning work. Now we need to strengthen and extend our ability to engage with disabled people facing intersectional and impairment-specific barriers, channelling lived experience to our industry audiences to affect a new era of positive change.

The Audience Development Manager will lead on forging partnerships across the UK to secure the involvement of new audiences with our work, producing content and campaigns to raise awareness of issues impacting disabled people seeking to access live events.

**What do we mean by ‘intersectional’?**

With ‘diversity’ and ‘disability’ commonly used as a catch-all term, many individual experiences run the risk of not being heard.

People can identify as many things at the same time, and face discrimination and barriers on multiple fronts.

‘Intersectionality’ refers to the ways in which people can face barriers and discrimination based on multiple identities at the same time including gender identity, race, ethnicity, sexual orientation, disability and class.

# Main Duties

**Audience engagement**

* Design and deliver audience engagement activities, including surveys, focus groups and workshops.
* Manage the budget and targets for our Mystery Shopping Project and work with our Charter Manager and Volunteer Coordinator to set our Mystery Shopping Strategy
* Lead on all onsite festival volunteering projects based around engaging new audiences. This is likely to involve attending festivals and managing volunteers onsite.
* Work with colleagues to increase diversity and pan-impairment inclusion within our volunteering activities.
* Develop ways for audience members to contribute to the development of the project to ensure there is a strong user-led component.

**Industry influencing**

* Produce audience-focused resources to increase disabled people’s confidence, knowledge and ability to self-advocate when attending live events.
* Work with Charter Manager and other colleagues to produce resources tailored for the music and live events industry to increase understanding of intersectional and impairment-specific barriers and generate positive and lasting change.
* Involve disabled audience members across all influencing activities.

**Partnership building**

* Manage relationships with partner organisations championing positive change for live event audiences impacted by barriers beyond accessibility.
* Build and manage relationships with local, regional and national disability organisations to connect their audiences with our work.

**Organisational Development:**

* Contribute to the strategic direction of our audience-focused activities.
* Support research and campaigning work by gathering and analysing data.
* Use IT Software including Microsoft Office and Salesforce to evaluate the impact of our work using monitoring data, anecdotal evidence and case studies for internal use, funders and the music and live events industries.
* Manage Attitude is Everything’s Mailchimp mailing lists of disabled people and ensure we keep accurate data in line with GDPR requirements.
* Occasionally represent Attitude is Everything at conferences and other events, including networking, presentations and workshops.
* Other tasks as directed by the Head of Research and Campaigns

# Person Specification

**Please demonstrate how you meet these on your application – this will be the criteria on which we will shortlist you for your interview.**

**Audience Engagement**

* 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.
* Understanding of the Equality Act, what it means to make reasonable adjustments, and the role of the Social model of disability in addressing those barriers.
* Ability to support the access requirements of disabled audiences and volunteers, including in online, in-person and festival settings.

**Industry Influencing**

* 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.

**Partnership Building**

* Ability to maintain positive working relationships with external partners.

**Organisational Development**

* 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

# Expectations of all staff at Attitude is Everything

**These are expectations we have for all of our roles at Attitude is Everything. You will not be asked to directly demonstrate this on your application but we may not take your application further if your application or interview give us a reason to believe you do not meet these standards.**

**We expect staff to:**

* Treat colleagues, audience members, trustees, live events industry professionals and everyone you meet through your work in the charity in a fair and respectful manner.
* Support equity and inclusion for anyone who experiences barriers of discrimination due to any protected characteristic under the Equality Act.
* Maintain professional boundaries with colleagues, live event industry professionals and any volunteers who you meet through your work in the organisation
* Approach your role with honesty and integrity and avoid using your connection with the charity for personal gain or that of family or friends.
* Be able or willing to learn to use the software we use for work and monitoring (specifically Microsoft Office, Microsoft Teams, Salesforce and Zoom.)
* Maintain trust and confidentiality, including avoiding sharing details of confidential conversations on social media
* Be passionate about removing barriers that prevent disabled people from accessing the Music and Live Events Industry.
* Avoid negative or patronising stereotypes or assumptions about disabled people or treating any one impairment as more ‘important’ than another.
* Support our aim of being a ‘critical friend’ to the industry – giving honest feedback in a positive and constructive way.
* To abide by our policies – particularly around Equality and Diversity, Anti-Bullying and Harassment and safe working practices.

We give staff members our full support to meet access requirements related to the above.