

**JOB DESCRIPTION**  
**Vacancy Ref: N2772**

<b>Title:</b>	<b>Audience and Business Engagement Manager</b>
<b>Department:</b>	<b>Lancaster Arts</b>
<b>Directly responsible to:</b>	<b>Communications Manager</b>
<b>Grade:</b>	<b>5</b>
<b>FTE</b>	<b>0.58</b>
<b>Line Management reports:</b>	<b>casual staff as necessary for Front of House</b>

**Contacts**

**Internal:** Lancaster Arts team, Alumni and Development, Facilities (particularly Portering staff), Commercial Services, Technical Staff, HR, Finance & Procurement, Employment & Recruitment Service/ Careers Service, student volunteers, student societies

**External:** Equivalent roles in local and regional arts organisations, Arts Council England with regard to funding strategies and audience engagement, Arts Consultancy Agencies such as Audience Agency, visiting artists, external volunteers & casual staff

**Lancaster Arts: Where ideas, people and creativity connect**

Lancaster Arts is a distinctive combined arts organisation in the North West of England. We are based at the Lancaster University campus, and our venues include the Great Hall, Nuffield Theatre and Peter Scott Gallery as well as off campus. Lancaster Arts has an acclaimed reputation for the presentation, creation and development of innovative contemporary work and works within an Arts Strategy for the University that places art and creativity at the heart of the institution. We are proud of our artist development programme, which supports and features artists at all stages of their careers. We also develop and lead on bespoke projects that connect to overarching themes in our work and respond to regional and local needs.

We host a wide spectrum of events and participatory opportunities across theatre, dance, music, visual art, live art, circus, spoken word and comedy and work with partners locally, regionally and internationally. We are committed to working in close partnership with internal and external partners (e.g Ruskin Library, local arts organisations) through delivering joint projects to realise our values and achieve our goals.

The Lancaster Arts team is committed to the development, production and presentation of artistic work of the highest calibre, ensuring that it reflects and speaks to the lives of our audiences, participants and artists. This commitment requires the whole team to be engaging with all stakeholders on a regular basis to enable a relevant and responsive programme and engage with artistic work across the region. We are keen to ensure a broad range of public access points are

provided throughout our work. All team members are advocates for Lancaster Arts and how the arts and higher education can work together seamlessly for the benefit of society and the values that working in the arts brings to other disciplines, public services and civic agendas. Although roles in the organisation fall into primary functions such as administrative, managerial, operational and artistic, all members of the team integrate all of these aspects into their own specific roles, bringing initiative, leadership and creativity into the ways we work together.

## **PURPOSE OF POST**

Relationship management is central to the role of Audience and Business Engagement Manager. The post has three primary functions; oversees Front of House for Lancaster Arts wherever our public programme takes place, ensures that the collection of audience data informs our Audience Development Plans and sources new income opportunities as a result of the analysis of audiences.

## **MAJOR DUTIES**

### **Front of House and Box Office Management**

- To oversee Lancaster Arts' Front of House activity creating a warm and welcoming environment for all users of the arts spaces (audiences, artists, students, Hires) both on the site of the Great Hall Complex, Lancaster University and elsewhere. This will require the co-ordination of Duty Management and casual staff, when necessary and working closely with the Production Assistant on coordinating volunteers within Front of House functions.
- To ensure that all casual staff and volunteers with Front of House functions are appropriately inducted for each event with particular regard to Health and Safety and working with the public.
- To be responsible for staffing rotas and necessary training for Front of House activity
- To be the 'first port of call' for Box Office by phone and email
- To share primary responsibility for Duty Management for our public programme (with Production Assistant)
- To attend Production meetings during seasons, to ensure coordination between Front of House and Production needs
- To manage and update customer records throughout our programme ensuring appropriate information is captured for marketing and development purposes.
- To liaise with LU Finance & Ops & Planning Manager to achieve regular accurate financial reporting

### **Audience Development**

- To work closely with the Communications and Marketing Manager to address audience development needs and opportunities that meet targets within Lancaster Arts' Strategic Plan and the Audience Development Plan.
- To collate data gained through Audience Surveys and support other staff members in public consultation events in order to strengthen understanding of our audiences
- Manage basic statistical analysis for reporting to funders and line manager
- To work closely with the Communications and Marketing Manager and the Operations and Planning Manager on data management for external stakeholders and support the Senior Leadership Team in collating this data for funding requirements
- To contribute to the Communications sub group
- To work with the Communications & Marketing Manager to ensure all practice complies with GDPR and relevant data legislation policies and laws

- To demonstrate creative flair in co-designing marketing campaigns to engage specific audiences to re-attend
- Organise regular communication updates to our audiences both postal and electronically.

### **Business Development**

- To work closely with the Operations and Planning Manager to maximise income generation through a broad range of activities in order to achieve funding targets and develop new fundraising opportunities through Donor programmes and fundraising campaigns
- To draft strategies for income generation regarding Donations and Giving and increasing Hire income (in consultation with the Operations and Planning Manager and for submission to the Senior Leadership Team).
- To strengthen and maintain relationships with university-based services such as Conferencing and Alumni
- To manage the LA Supporters Scheme
- To develop new relationships with potential Hires and income generation opportunities that will require effective communication on the offers available
- To seek and coordinate space hires and catering engagements for the venue, including liaison with LU Conferences, student societies and external clients, where appropriate.

### **General**

- Be a champion for the Creative Case for Diversity, assist in the implementation of appropriate policies to ensure that LA is employing best practice through a proactive approach to equality, diversity and inclusion
- The Audience and Business Engagement Manager will contribute to 3 internal sub groups: communications, volunteers and the income generation (each with 3 other colleagues of Lancaster Arts).
- Engage/ see/ participate in a selection of Lancaster Arts programming every season (ticketed shows, commissions, etc) as part of general team support
- Undertake any professional development or other duties commensurate with the grade and as reasonably requested by the Director/ Senior Leadership Team
- Assist in the implementation of appropriate policies to ensure that LA is employing best practice through a proactive approach to equality, diversity and inclusion