



WORK PLACEMENT ROLE DESCRIPTION

Audience Development Consultancy Project – Derby Quad

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| Placement Period: | 90 hours , actual timeframe to be agreed, but likely to be February 2010 (with a pre-project meeting and training in January 2010) |
| Payment: | £10.00 per hour |
| Hours of Work: | Average of 6 hours per week. Work pattern to be agreed with host. |
| Place of Work: | Off site with some office time at QUAD, Derby. Laptop provided by AGC to facilitate flexible working. |
| Key relationships: | Arts Graduate Centre Managers (Sarah Kerr & Rebekah Smith McGloin), Audience Development Mentor (Vanessa Rawlings-Jackson/Caroline Griffin) |
| Hosts: | Adam Buss (Deputy Director, QUAD) |

Nature of Project

This project offers a unique opportunity to find out more about working in smaller arts organisations, specifically within audience development, by offering a **supported** local placement at QUAD, Derby. The placement begins with intensive training in audience development work (to be delivered by personnel from the East Midlands Audience Development Agency, *Cultivate*). The placement-holder will then get the chance to contribute to this vital part of the work of local creative industries by working with the placement host to isolate a segment of their audience and write a targeted development strategy. At the end of this process, the placement holder may be invited to help deliver on a strand of this work. Throughout the placement the placement holder will be supported by a mentor from *Cultivate* who will have knowledge and experience of the local audiences, the host partners and the development and implementation of strategy in a range of organisations.

There will be up to one day's (unpaid) training provided as part of this placement, which is compulsory.

Aims of Placement

To offer relevant job-related training and linked practical experience in the writing of audience development strategies and their delivery. This will involve:

- One full-day's professional training on audience development strategies
- Pre-project meeting with the host and the mentor to finalise the detail of the project
- Undertaking research into existing audiences at the host institution
- Using the training outcomes and the audience research to write a targeted audience development strategy. Presenting this strategy to the host and mentor
- (in negotiation with the host) Delivering on a strand of the strategy
- Reporting back to the AGC in the form of a short presentation on the experience and outcomes

Outcomes of Placement

Successful applicants will gain practical experience in the following areas:

- Undertaking non-academic research
- Writing a development strategy
- Working with personnel in local creative industries



- An understanding of issues and strategies in audience development
- Supporting the implementation of the strategy
- Project Management

Successful applicants will have the opportunity to develop the following key skills and attributes:

- Organisation and administrative skills
- Self-confidence and presentation skills
- Writing and media skills for publicity purposes and for specific audiences
- Ability to work with a diverse range of people
- Ability to work as part of a team
- Ability to use initiative and to self-motivate
- Ability to problem-solve
- Flexible approach
- Project management skills

The successful candidate will have the opportunity to develop the following job-related knowledge:

- Experience and knowledge of writing job applications, in the process of applying for the placement (and interview where relevant).
- An insight into smaller arts organisations
- An understanding of local arts audiences
- Awareness and understanding of audience development strategies
- Work-based consultancy-level project management skills

This project is of interest to you if:

- You are considering a career in marketing or audience development work
- You are considering a career in consultancy
- You are interested in working in the creative industries
- You are interested in developing project management skills in a work-based project
- You are interested in working in communications
- You are interested in strategic thinking in the context of planning and policy-making

Background

QUAD is Derby's £11 million centre for art and film, which opened in September 2008. The organization was a merger between two previous organizations, Metro Cinema and Q Arts. The building is comprised of several different elements including two independent cinema screens showing the best in independent, world and Hollywood cinema, a large category 'A' contemporary art gallery space showing the best in international contemporary art, a café bar, one of only three BFI Mediatheque's in the country (a digital juke box of over 1400 archive films and TV programmes) and a variety of educational facilities. QUAD's programme offers a diverse range of activity for numerous audience groups from Derby and beyond. In its first year QUAD attracted over 220,000 visitors (original target was 200,000) and established FORMAT as the UK's leading photography festival, as well as holding over 150 events per month. QUAD is a catalyst for change in Derby, bringing international artists and film makers to the city for the first time and inspiring major cultural events such as Derby Festé (www.derbyfeste.com) QUAD's patron is John Hurt CBE who plays an active part in the development and promotion of the organisation. QUAD provides facilities and services that connect people and businesses to art and film, creating opportunities for entertainment, education and participation. For further information please visit www.derbyquad.co.uk



Applications Procedures and Guidelines

The application procedure for this placement is the same as it would be for a professional post in the sector. We are expecting this to be reflected in your covering letters and CVs.

Applications will **only** be accepted by email to agc@nottingham.ac.uk and the subject title should state clearly 'Derby Quad Placement Application'. We will **not** accept late applications or paper submissions. Only **registered** postgraduate students (PhD, MRes, MA by Research, MT taught) are eligible to apply.

The deadline for applications is **Wednesday 6th January**.

Interviews will be held on **Thursday 14th January (morning)** in the Trent Building (room tbc) and *you must be able to attend this interview date, as we cannot rearrange*.

Interviews will be conducted by a panel of personnel from both the **Arts Graduate Centre** and **Derby Quad**.

You need to make it clear in your application both why you feel you are able to undertake this placement (what previous work experience you have, what qualities you have developed during your research), and why you feel it is the next best step for you in terms of your career. You do NOT need to have sector-specific experience, but you do need to be able to show how your experience of both research and employment gives you the skills necessary for the placement, and show a demonstrable interest in the placement and its focus.

We strongly recommend that you look at the guidelines available for the Centre for Careers Development on CVs and covering letter which can be found at:

http://www.nottingham.ac.uk/careers/students/resources/applications/cv_and_letters.php

We will be offering one-to-one feedback to all applicants, whether you are shortlisted or not. You will need to ask your supervisor's permission before taking up this placement.

Person Specification

Essential

Excellent communication skills oral and written
Computer literate in the following: Word, email, web
Interest in developing ICT skills, especially web and web 2.0
Multi-tasker with ability to prioritise
Good interpersonal skills and ability to work with a range of partners
Flexible and creative approach
Team Player Self-motivator
Enthusiastic approach
Ability to work to deadlines

Desired

Experience of working in an office environment (voluntary or paid)
Proven administrative and organisational skills
Interest in arts marketing, audience development or press