



MJF 2023 AUDIENCE INVITATIONS SPECIALIST: JOB BRIEF

TITLE:	MJF 2023 AUDIENCE INVITATIONS SPECIALIST
TERMS:	Self Employed; monthly working days TBA, subject to seasonal fluctuation according to mjf's output
FIXED FEE:	£12,000
DATES:	3rd October 2022 – 29th September 2023

mjf is delighted to invite tenders for this exciting freelance role, which is central to the success of the Manchester Jazz Festival's audience engagement both for the festival itself (which will take place May 19 – 28 2023) and our new work commissioning process.

The AIS will bring experience in engaging with a diverse cohort of Greater Manchester communities. We are interested in testing how mjf engages with 'new' audiences; by this we mean people who have not attended Manchester Jazz Festival before. This role is an exciting chance to spearhead an initiative to seek the views of communities, in order to shape how the organisation communicates and invites audiences to participate in and experience our activities.

Ideally the AIS will be accustomed to the nuances of working in Greater Manchester, with experience and existing connections with community groups and specific existing initiatives within the ten boroughs.

The AIS will take ownership of how audiences perceive the festival and where they find out about it, and then ensure they take that crucial step towards participation and/or buying a ticket and attending. The AIS will make a specific contribution towards an exciting development in our new work commissioning programme mjf originals, whereby commissioned composers consult and engage with targeted local communities as part of their creative process.

The AIS will be responsible for:

STRATEGY & MANAGEMENT

- Supporting the Communications and Branding Specialist in developing a clear, strong and strategic audience development plan that accommodates mjf's longstanding and target audiences, with a specific focus on developing engagement from across Greater Manchester

- Putting a clear and realistic audience engagement timeline together, which incorporates input from the mjf team, funders/sponsors and venues
- Communicating the audience development strategy clearly to the mjf team, partners, board and artists
- Working within a set budget, reporting quarterly to the General Manager

FACILITATION & ACTIVITIES

- Planning, managing and facilitating audience engagement activities (these may include focus groups, post-show chats, informal discussions with target audiences, any other ideas you may have) to seek the views of our audiences in a sensitive and engaging manner, representing the ethos and values of mjf
- Seeking out and developing relationships with community groups to support the public engagement process undertaken by the composers(s) of the mjf originals commissioned work, which will premiere at the festival
- Interpreting the data and information gathered within these sessions, reporting to the mjf team with recommendations for wider mjf communications activities/strategy

YOUTH ADVISORY BOARD

- Planning, establishing and managing, with initial input from the board and team, a new Youth Advisory Board (which may be renamed!), encouraging input and ownership from young people aged 18-25
- Facilitating meetings with young people to gauge feedback, ideas and input on the programme content and format
- Making recommendations for adjustments and alterations on existing practices in order to increase the engagement of young people at the annual festival

EQUALITY, DIVERSITY and INCLUSION

- Analysing monitoring and diversity data for previously engaged audiences, and using this to form an action plan for increasing diversity of our audience engagement (this might include protected characteristics, sociological factors e.g. postcode, earnings etc)
- Using this data to 'test' new initiatives to change the spectrum of audiences mjf engages and, crucially, making recommendations based on these findings that will impact on the long-term retention and growth of these new mjf audiences

FRIENDS SCHEME

- Refreshing and revitalising mjf's Friends Scheme, taking into account the existing model and customer base
- Putting a clear plan in place for the scheme including reimagining the benefits of each tier, sourcing and servicing any benefit providers, price points, engagement strategies and general redesign

- Increasing mjf Friends membership and working to enhance revenue for mjf

DATA & REPORTING

- Collating, monitoring and reporting festival audience data, including meeting requirements of the ACE Annual Data Survey and Audience Finder surveys via The Audience Agency
- Contributing to an audience data report within 4 weeks of the close of the festival

OTHER

- Undertaking market research to increase customer insight into new and existing audiences
- Using audience insights to develop recommendations for targeted communications campaigns

WORKING CLOSELY WITH:

- Communications & Branding Specialist
- Digital Creative Content Maker & Distributor
- Members of the mjf team (Artistic Director, General Manager, Events & Partnerships Producer and Festival & Programmes Assistant)

REPORTING TO:

- General Manager

TO APPLY

Please submit your CV and a covering letter explaining your relevant skills and experience for this post, and an outline of how you would approach the tasks in the role. Please email your application to Steve Mead at steve@manchesterjazz.com , using your name and the job title as the subject header.

DEADLINE FOR APPLICATIONS: 12 noon, 31st August 2022

INTERVIEWS: via Zoom, in the week commencing 12th September 2022

APPOINTMENT CONFIRMED: 16th September.

EQUALITY, DIVERSITY & INCLUSION

mjf's festival stages, artist development programmes, board and volunteer workforce are positive, inclusive environments and celebrate the diversity of our population. However, disabled people and people of colour are underrepresented in our team, so we particularly encourage applications from people from those backgrounds.