

## DIRECTOR OF AUDIENCES AND IMPACT

The Grange Festival is an arts charity which presents a dynamic programme of opera, dance, and concerts each June and July, held on an unparalleled English country estate sixty miles southwest of London, and nine miles northeast of Winchester. Alongside the Festival we run a year-round programme of work in communities, in schools, and with emerging talent, engaging with our Hampshire communities as well as partnering with the wider education and performing arts sectors.#

*Full-time, permanent; based out of our office near Alresford, Hampshire  
£47,000 - £53,000 depending on experience*

### MAIN PURPOSE OF THE JOB

The Director of Audiences and Impact will further The Grange Festival's impact through efforts to cultivate and grow the audience for our Festival, as well as lead various strands of year-round work helping people discover and experience the power of the performing arts. This role leads our strategic approach to audience development and public engagement, and directs the work of year-round team members and project-based producers to ensure our work resonates with and enriches diverse audiences throughout the year. This position is responsible for

- Growing our audiences and ensuring they reflect the diversity of the wider communities that we operate within
- Growing our output for the broader public, including communities, schools / young people, working in partnership with the Director of Learning
- Growing our career support and talent development offering for emerging performers, creatives, technicians and arts administrators, working closely with our Artistic and Production teams
- Setting an events and engagement strategy which grows our local impact and strengthens our local presence
- Building and developing new partnerships
- Harpening our brand and helping us achieve a differentiated market position
- Working with the Director of Development to shape a cohesive story for funders about the impact of the Festival, including direct relationship development
- Working closely with the Artistic team to represent the voice of known and future audiences into programming discussions and in development of new projects for new audiences, communities, and young people
- Strategy and budget oversight for all areas relating to audiences and impact, with lateral contribution to other teams' strategies, including engagement with (and accountability to) the board of Trustees.

As a leader within the organization, the Director of Audiences and Impact will work closely with their team and other stakeholders taking a consultative and inclusive approach to leadership, whilst actively contributing to the wider success of the Festival.

# KEY RESPONSIBILITIES

## Strategic and Operational Leadership

- Work with the Director of Development to demonstrate impact to trusts, foundations, and supporters
- Develop strategies to grow audience engagement and deliver impact across festival and year-round programming, Lead marketing and press functions to grow attendance and build the Festival's reputation and reach
- Working in partnership with the Director of Learning, ensure integration of the impact strategy for schools and young people into the wider impact strategy of the Festival
- Be a confident evangelist for The Grange Festival, and a familiar face representing the work we do to a range of stakeholders in our wider community
- Lead by example in proactively connecting with our audience, schools and members of the public, listening to their needs/feedback, and improving our work based on insights
- Oversee strategy and budget accountability for all areas relating to audiences and impact, with lateral contribution to other teams' strategies and budgets and the Festival's overarching strategy, including engagement with (and accountability to) the board of Trustees

## Marketing and Press

- In collaboration with the Chief Executive and Marketing team, direct marketing strategy and brand development
- Via the Marketing and Brand Manager, oversee press relations and media coverage
- Contribute to and oversee delivery of compelling Festival campaigns that drive ticket sales and diversify audiences in line with growth goals
- Ensure delivery of consistent messaging across all channels and platforms
- Support and develop the Marketing team to grow in capabilities and feel agency over the identity of the Festival and the outcomes it drives
- Oversee marketing and reputational activity related to Impact work (schools, communities and talent development)

## Grassroots Audience Development and Public Engagement

- Lead year-round, strategically-aligned community engagement initiatives, ensuring continuity with on-stage offer and all programmes developed by Director of Learning
- Be a champion for our artforms and the heritage aspects of our organisation and venue, devising innovative ways to drive curiosity and a desire to learn and engage from within our communities
- Work with the Director of Learning to design and deliver outreach events, participation events (for all ages), and artform learning events (for all ages) that connect diverse communities with opera and the arts, experimenting to understand what helps remove barriers to participation and deepen connection to our organisation.
- Build and maintain relationships with community stakeholders
- Create accessible engagement opportunities for under-served audiences
- Develop relationships with potential corporate partners who are aligned to TGF's aims

## Talent Development

- Create pathways and support programmes for emerging creative talent and performers, including innovative proposals which may require larger investment or substantive operational changes to how we work with talent
- Working with our Artistic and Production teams, oversee auditions or interviews for talent development programmes / roles
- - Support the continuous development of all talent development programmes, including rigorous third-party evaluation, and quantitative and qualitative research into participant and practitioner experience and outcomes.
- Ensure talent development work addresses areas of under-representation in our artforms and works to welcome participants from a wide range of backgrounds.

## Leadership and Cross-Functional Collaboration

- In collaboration with the Chief Executive, Trustees and team members, lead robust strategy ideation and decision-making about the wider impact of The Grange Festival, utilizing Theory of Change and documented aims and outcomes. Work with Director of Learning to co-develop all elements of Theory of Change related to schools and young people.
- As a senior leader, use influence and advocacy to lead cross-functional project teams to deliver initiatives that support the membership strategy collaboratively
- Develop and deliver presentations for audiences, funders, internal teams, trustees, and sector stakeholders as needed
- Oversee compelling impact reports for stakeholders, including drafting of reports and presenting results/findings to stakeholder groups

## Data and Financial Management and Analysis

- Implement metrics to monitor impact, return on investment, long-term income projections, and continually refine strategies to maximize effectiveness
- Manage and take accountability for relevant budgets.
- Develop repeatable processes for tracking audience interactions and feeding the prospect pipeline for philanthropy and sponsorship conversations
- Ensure data management concerning ticket-buyers and supporters maintains GDPR compliance at all times
- Generate evidence-based insights to inform future programming

# PERSON SPECIFICATION

## Professional Requirements

- Proven experience in audience development, arts education or community engagement, with a track record of growth and creative innovation
- Strong background in budgetary responsibility and demonstrable experience of setting strategies and operating plan, and delivering against both
- Understanding of customer segmentation and personalized communication strategies
- Proficiency in working with data to understand impact, analyse performance, trends, and identify issues
- Experience managing multi-disciplinary teams and leading change, including process re-engineering and embedding data-driven insights.
- Experience working in complex organizations with multi-stakeholder environments, able to synthesize a range of views, influence, and build consensus.

## Behavioural Requirements

- **Reliable Relationship-Builder:** Excellent relationship-building and communication skills, with a strong commitment to diligent follow-up and building trust internally and externally.
- **Collaborative Leadership:** Strategic thinker capable of turning great concepts into action and guiding colleagues through transformations.
- **Solutions-Focused Innovator:** Adept at planning and juggling multiple projects simultaneously, especially during peak Festival periods.
- **Arts Advocate:** Strong passion for the arts, ideally opera and classical music.
- **Values-Driven:** Alignment with The Grange Festival's aims and commitment to artistic excellence.

## ADDITIONAL REQUIREMENTS

- Must have a valid driver's license and access to a vehicle due to the rural location of our offices and our theatre.
- This is an in-person role requiring some evening and weekend work, especially during the Festival season.

### What We Offer

- A dynamic and creative work environment with a focus on innovation and growth
- The chance to make a significant impact on the success of a unique cultural institution
- During our Festival performance weeks, the opportunity to work within a stunning historic setting and landscape with colleagues from a wide range of disciplines and backgrounds
- Competitive salary commensurate with experience and the demands of the role

Qualified candidates who are passionate about delivering exceptional experiences in the arts and driving organizational growth are encouraged to apply, even if they do not meet all criteria listed in the Person Specification. Please submit your CV detailing your relevant experience. You may also provide a cover letter or video introduction describing how this role aligns to your career and leadership aspirations.