

## Job Description

### Project Manager: Evaluation and Audience Development

£22,000 – £26,000 depending on experience

12-month contract with the probability of extension subject to funding

### Full Time

XTRAX is looking for an experienced Project Manager with a particular interest in evaluation, research and audience development in the arts to join our busy team.

### Background

XTRAX runs events, festivals and showcases, and supports artists from England to develop and promote high-quality outdoor and circus performances. A significant part of our work includes the strategic management and practical delivery of projects/events for our partner organisations; Without Walls and Wired Aerial Theatre.

The key projects for XTRAX in 2015 are:

- XTRAX outdoor arts showcase in London, and associated training and development projects
- Management of the Without Walls Consortium; a group of six festivals that commissions, supports and tours new work by British artists in the outdoor sector
- Management of Without Walls Associate Touring Network; a touring network of nine festivals
- Management of Wired Aerial Theatre, including acting as Producer for the company's performance projects and management of its touring programme
- Preparation of fundraising and grant making applications for the continuation of our projects from 2016 onwards
- Other consultancy, events and contracted projects

Our website gives an overview of our work [www.xtrax.org.uk](http://www.xtrax.org.uk).

### The Role

The post holder will work across the organisation, taking a lead on audience development and evaluation across our projects, and contributing to project delivery as required. They must also be confident working at a senior level and leading meetings as they will be working closely with all our project partners, and reporting to our stakeholders as necessary.

The post is based at our office in Manchester, and will require some regular UK travel to meet with partners and stakeholders.

This is a new post in a well-established arts organisation with a national and international reputation for its work in the field of outdoor festivals and events. This post would suit an ambitious candidate with knowledge of evaluation strategies, a commitment to audience development and an understanding of the importance of these elements in the development of current arts policy and practice. The right candidate will have the opportunity to contribute to the development of the work of a dynamic and entrepreneurial organisation with a strong international reach.

## **Role and Responsibilities**

### **Without Walls Associate Touring Network (ATN)**

Working closely with the existing XTRAX Project Manager, and our contracted evaluation partner The Audience Agency, the post holder will be responsible for liaison with each of the nine Associate Touring Festivals to support them in the development of their Audience Development Plans and evaluation strategies. It will be the post-holders responsibility to:

- Offer advice and support to festival partners about their audience development initiatives and evaluation strategies
- Assist with the preparation of each festival partner's audience development plan
- Ensure that the festival partners meet the reporting requirements of the ATN
- Identify examples of good practice in audience development and evaluation strategies from within and outside the consortium to share with the festival partners
- Offer advice to artists on the development of appropriate audience development and engagement resources
- Writing evaluation reports as required to fulfil the expectations of funders and stakeholders; identifying key trends, outcomes and recommendations for the future
- Contribute to the preparation of advocacy materials about the ATN
- Assist the planning and delivery of key stakeholder events to promote the work and impact of the ATN.
- Alongside the existing project manager, supervise the effective use of funds and monitor payments against agreed contracts
- Assist with the preparation of meetings and events to support the festivals' audience development initiatives

### **Without Walls Consortium**

To support the Without Walls management team the post holder will;

- Offer support to the festival partners to ensure that they all have strong audience evaluation systems in place
- Offer support to the festivals on their audience development plans as required
- Support artists in the development and planning of relevant audience development and evaluation systems
- Devise and implement appropriate systems for monitoring and evaluating all aspects of the work of Without Walls, including artists, festivals and other stakeholders
- Contribute to the development of evaluation reports as required identifying key trends, outcomes and recommendations for future development
- Write evaluation reports as required to fulfil the expectations of funders and stakeholders

### **XTRAX Showcases**

Working closely with core XTRAX staff and partners, the post-holder will lead on developing evaluation plans for the showcases as follows;

- Gather evaluation data from stakeholders including creating evaluation forms or questionnaires for showcase artists, delegates and partners
- Analyse and reporting on data to build a strong evaluation report, identifying key trends, outcomes and recommendations for future development
- Prepare evaluation reports for stakeholders

## **Wired Aerial Theatre**

Working closely with the XTRAX and Wired Aerial Theatre management teams, the post-holder will;

- Create, implement and monitor audience development plans for all areas of Wired activity, including touring productions, workshop and education programmes, and other participatory and consultative activity
- Analyse existing activity and set benchmarks and strategic targets for the company's work in the coming three years
- Create appropriate monitoring and evaluation systems for all Wired projects to ensure that progress is monitored against key targets
- Offer advice and support on the development and delivery of creative audience engagement activities ensuring that Wired is proactive in reaching diverse audiences locally and nationally
- Offer support in the writing and preparation of all monitoring reports required to fulfil the expectations of funders and stakeholders for the company

## **Fundraising and future planning**

Playing a key role in fundraising for future projects the post-holder will;

- Contribute to Arts Council England applications for future showcases
- Assist in the development of applications for the continuation of Without Walls and the Without Walls Associate Touring Network
- Contribute to fundraising applications to trusts and foundations

## **Advocacy and business development**

Playing a key role in advocating for the work of XTRAX and its clients the post holder will;

- Work with the marketing staff at XTRAX and to prepare advocacy materials as required
- Represent XTRAX at meetings, conferences and events as required
- Assist with the planning and delivery of events designed to promote the work of XTRAX
- Creating materials and data that will assist XTRAX to generate new business

## **Other – General**

The post holder will work with other team members to;

- Lead on the monitoring and evaluation of all XTRAX activities as required
- Create and implement a plan to monitor the impact of the XTRAX online international directory of street arts
- Monitor and evaluate XTRAX consultancy, training and mentoring work as required
- Offer advice and expertise to XTRAX staff and clients on developing relevant audience development plans, evaluation reports and monitoring systems as required
- Contribute to event delivery plans as required including our showcase events, meetings and advocacy activities

*This job description is not exhaustive and the post holder may be required to undertake other duties from time to time within the general scope of the post.*

## Person Specification

### Essential

- Minimum 2 years experience of project management in an arts or cultural organisation
- Experience of consultation, audience research and project evaluation
- Excellent understanding of current developments in audience development in the arts
- Excellent organisational and administrative skills
- Ability to manage a busy workload and meet deadlines
- Experience of managing freelance contractors and volunteers
- Experience of managing evaluation projects preferably in an arts or cultural context
- Excellent verbal and written presentation skills
- Experience of writing and presenting reports
- Confident negotiation skills
- Experience of staff management
- Interest in arts / outdoor arts
- Understanding of arts funding system in the UK
- Willingness to work some evenings and weekends as required
- Willingness to travel in the UK and potentially internationally

### Desirable

- Experience of UK and international touring
- Experience of working on EU funded projects
- Experience of festival and event management
- Experience of working with artists in a touring context
- Fundraising experience
- Fluency in German, French or Spanish
- Market Research Society qualifications or other relevant professional qualifications

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### Special conditions of the post

- Occasional travel between Manchester and Liverpool and other national travel as required.
- The ability to work occasional evenings and weekends as required.

### Location

The post is based at our office in Hulme in Manchester with occasional travel required to our Liverpool office at The Higher Space, the creation centre for Wired Aerial Theatre.

### Hours of work

Generally office hours are 10am – 6pm, but we have a flexible working environment. The responsibilities of the post will from time to time include some evening and weekend work, particularly during event delivery times.

### Time off in Lieu

Sometimes the work requires long and unsociable hours and staff can take Time off in Lieu (TOIL) of additional hours worked by agreement with the Director.

### Holidays

The post holder will be entitled to 20 days paid holiday each year (pro rata), in addition to

statutory holidays, for the period of this contract, the dates of which should be negotiated with the Director.

**Probation period** 3 months

**Notice Period** 2 months

**How to apply:**

Please send a CV and a covering letter explaining why you want the role, how you meet the requirements of the job and detailing the skills and experience you can bring to the post.

Please send your application by email to [recruitment@xtrax.org.uk](mailto:recruitment@xtrax.org.uk)

Please include your name and the title of the post you are applying for in the subject header of your email.

We will acknowledge all applications received by the deadline by email to the address from which they were sent.

**Deadline – 12pm Friday 6<sup>th</sup> February**

Shortlisted candidates will be invited for interview on the Week of 9<sup>th</sup> February

**Equality monitoring** – please return an equality monitoring form with your application. If you choose not to complete this form, **your application will not be affected**. You may also send this form separately if you wish.