Audience Engagement Officer

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| About Aberdeen City Council |
| **Our purpose is to ensure the People and Place of Aberdeen prosper and to protect the People and Place from harm.**  The [Local Outcome Improvement Plan 2016 – 2026](http://communityplanningaberdeen.org.uk/wp-content/uploads/2016/08/Final-LOIP-24-April-17.pdf) (LOIP) identifies how Aberdeen City Council, together with our [Community Planning Partners](http://communityplanningaberdeen.org.uk/useful-links/), will tackle the key issues facing our city to ensure Aberdeen is a place where all people prosper. The LOIP sets out our shared promises to the people of Aberdeen:   * Prosperous Economy - Aberdeen has a flourishing, thriving and successful local economy. * Prosperous People - People in Aberdeen are happy, healthy and enjoy positive life outcomes. * Prosperous Place - People experience Aberdeen as the best place to invest, live and visit. * Enabling Technology - Innovative, integrated and transformed public services.   To deliver our promises to the city of Aberdeen, our focus is on:   * Empowering staff to meet priority outcomes * Empowering the communities, we serve to be self-sufficient * Early intervention and prevention of harm to the people, place and economy of Aberdeen * Connecting with citizens, customers and partners through our use of digital * Using data and information to help us understand the demand on the Council and how we can better meet our outcomes * Being entrepreneurial - creative and innovative in how we do our business.   We count on our employees to be enthusiastic and proactive public servants, who are committed to our purpose and motivated to make a positive and lasting difference to the city and its people.  Aberdeen City Council is arranged into six functions. Each function is divided into clusters, and within each cluster are service areas/teams. |
| About the *Place* Function |
| This Function will lead on the direction and delivery of economic, social and physical strategies for the continuous development of Aberdeen as a globally competitive city. It will work in partnership with organisations and agencies in the development and growth of Aberdeen’s economy to deliver the Regional Economic Strategy. |
| About the *City Growth* Cluster |
| This Cluster is responsible for representing the council and the city of Aberdeen on local, regional, national and international stages, supporting inward investment and the promotion of the city as a competitive business location. Key responsibilities will be outward trade, a diverse employability and skills base; and a focus on tourism, culture and the development of our events programme. |
| About the ***Galleries, Museums and Archives*** team |
| Galleries, Museums and Archives is responsible for the development, care and interpretation of the art and heritage collections held by the council. The historical records of Aberdeenshire Council are also preserved and managed by the team. Key responsibilities are visitor engagement, customer service and management of the sites across the city where these collections are accessed and displayed; this includes Aberdeen Maritime Museum, Aberdeen Art Gallery, Aberdeen Treasure Hub and Old Aberdeen House. The service also promotes and delivers a programme of exhibitions, activities, events and learning opportunities for all ages and abilities. |

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| About the Role | | | |
| To develop, facilitate and support promotional and engagement opportunities which will increase visitor numbers and diversify the visitor profile of Archives, Art Gallery, Museums and the Beach Ballroom and support income generation  To increase visitor awareness, extend our reach in the community and strengthen our voice in the digital sphere | | **Job Title** | Audience Engagement Officer |
| **Grade** | 10 |
| **Location** | Aberdeen Art Gallery (and other City Growth locations) |
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| Key Outcomes and Task Examples | | | |
| The post holder will the following outcomes : | Examples of related tasks: | | |
| Support Aberdeen City Council’s Archives, Art Gallery, Museums (AAGM) and Beach Ballroom with the development of print, web and other marketing materials to maximise awareness of collections and engagement with programmes of activity | * Assist the City Growth Cluster’s Marketing & Communications Manager, Designer and Digital Media Officer with the development of print, web and other marketing materials which are fit for purpose, attractive and readable for the intended audience, and which promote a positive image of AAGM and the Beach Ballroom * Create and schedule our social media posts, monitoring response and building our social community through a range of channels | | |
| Identify new ways to reach diverse audiences through various channels including social media | * Work with colleagues, including ACC Communications team, to develop targeted, attractive and fit for purpose promotional collateral to attract visitors and drive footfall to venues * Work with the team to identify new ways to improve our reach both in the UK and internationally, helping to advocate for, champion and promote engagement with the rich and diverse collections in our care * Work with the team to promote engagement with income generating opportunities * Create and schedule our social media posts, monitoring response and building our social community through a range of channels | | |
| Identify opportunities for growth among differing audiences using a wide variety of data including internal and external visitor research and market insights | * Data collection, analysis and recommendations for improved outcomes * Work with colleagues across the team and external partners to support the evaluation process * Design appropriate methods of visitor evaluation and visitor research including drafting surveys, discussion topics for focus groups and leading gallery observations. | | |
| Day-to-day management of promotional activity. | * Ensure AAGM & Beach Ballroom listings are up-to-date (print and online) working with partners such as VisitAberdeenshire * Work with internal stakeholders and local partenrs to raise the profile of Aberdeen as a visitor destination * Manage requests for information and images and deal with image licensing requests * Organise stock control and distribution of printed material * Develop manage and maintain the library of promotional imagery * Work with colleagues to ensure effective and efficient operation of ticketing systems to maximise income generation | | |

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| Role Requirements | |
| This section includes what the post holder needs to carry out the role or, for recruitment purposes, enables applicants to decide whether they meet these requirements. | |
| Minimum Qualification(s) / Certificates / Memberships etc. required | * Qualification at degree level or HND in marketing, media or related subject (and/or able to demonstrate equivalent knowledge, skills or competencies gained through relevant experience ) |
| As a minimum, demonstrate skills and experience in | * Building and maintaining successful working relationships with an appetite to engage with people in a creative, personable and interactive manner * Confident written communication and interpretation skills, with an ability to present information accurately and in an engaging manner accessible to the public, colleagues and funders * Well-organised approach to work with an ability to handle information, records and statistics accurately * Demonstrable experience in creating effective content for digital platforms including web and social media (this may be paid or voluntary experience) * Working as part of a team or on own initiative   Prioritising tasks and successfully working to meet deadlines accurately |
| As a minimum, demonstrate an understanding of | * Stakeholder engagement and management including good practice in relation to access and inclusion * Internal and external communication strategies and programmes * Marketing data analytics * Policy framework for arts, culture , tourism and heritage in Scotland |
| Demonstrate commitment to | * The guiding principles and aims of Aberdeen City Council * The priorities of the Local Outcomes Improvement Plan * Putting the audience at the heart of what we do * Destination Aberdeen and Aberdeenshire: Tourism Strategy 2018-2023 * Continuous personal development in relation to the City Council’s systems and wider cultural sector practice |
| Other requirements | * Flexible and can-do attitude * Occasional working outside normal office hours to deliver activities |

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| Our Guiding Principles | |
| We are all responsible for the culture we work in, and our Guiding Principles help guide what we expect from each other: | |
| Purpose | We care about our purpose, our people and our city |
| Pride | We take pride in what we do and work to make things better |
| Team | One team, one council, one city |
| Trust | We trust each other and take responsibility |
| Value | We value each other and recognise a job well done |

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| Function | Place | Cluster | City Growth |
| Version Date | 24/09/2018 | JE Number | 8078 |