

| **CREATIVE ARTS ADMINISTRATION DEVELOPMENT SCHEME (CAADS)** |
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| Recruitment Information and Application Form |

| **1** | **ABOUT PERFORMANCE VENUES** |
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**Performance Venues**

Performance Venues is a section within Estates and Facilities Management that operates 3 venues on Campus - the Octagon Centre, Firth Hall and the Drama Studio. Alongside conferences, students union and university events, the venues host a range of exciting live performing arts and music events. Our two curated programmes are University of Sheffield Concerts and Enable US Project.

**University of Sheffield Concerts**

University of Sheffield Concerts is a home for musical discovery, learning, and participation. We combine eclectic programming, internationally renowned performers, and creative learning opportunities in a dynamic music event series. We exist to provide inspiration and support for student creativity, a platform for research-led events, and as a means to bring public audiences in contact with outstanding performances and learning experiences.

**Enable US**

The Enable US Project was started in 2017. It provides a platform within the University of Sheffield Performance Venues to bring audiences, artists and the University community together to experience, inspire and be inspired by dance, comedy and physical theatre performances. It programmes performances to stimulate thought and broaden understanding, as well as providing access to workshops, training and development.

| **2** | **ABOUT CAADS** |
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Performance Venues is committed to career development and our popular internship scheme benefits students from across the institution. CAADS fosters paid opportunities for students to develop skills in arts administration and management in a demanding, outward facing professional context. You will work as part of a highly skilled team, and develop skills in a number of core performing arts management functional areas (marketing, operations, finance, and programming) across a range of projects and outputs. The scheme is a great way to build valuable CV points, and many former participants have entered subsequent employment in arts organisations throughout the UK.

| **3** | **WHAT PREVIOUS PARTICIPANTS HAVE SAID** |
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*“As an Intern I learnt a great deal about what goes into the running of a successful concert series. It was an invaluable experience that I enjoyed enormously and it ignited a passion within me to make music management my career.”*

*“During my time as an Intern I have been able to gain an insight into the organisation behind a successful concert series and work with and alongside music professionals. I have been given the opportunity to develop skills in tasks I previously had little experience with and this has increased my confidence a great deal. The internship has been a great platform on which I hope to build professional experience in the future.”*

*“As the Intern I gained experience in all the different roles involved in running a concert series, from artist liaison to hosting the front of house. I met so many interesting and important musicians who offered great insight to being a successful musician. Most importantly it helped me decide which direction to go after University, and it stands out on my CV. I really enjoyed the experience and would definitely recommend it.”*

*“I had previously undertaken a work experience post in the Summer, and I was drawn to the internship with the concert series because it allowed me to specialise in marketing, which I have now gone into as a career. However, the internships are also suitable for those without experience, providing a great introduction to arts administration. My experience as an intern will prove invaluable in securing a job in this area after I graduate”*

| **4** | **2022 -2023 VACANCY** |
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**Audience Development Officer**

The Audience Development Officer is a new role reflecting the expanding ambitions of marketing and network development within the Performance Venues and across our two curated programmes, University of Sheffield Concerts and Enable US Project. You will be responsible for reaching out to communities, outreach projects, schools, business contacts and audiences to try and grow the network that we operate in. You will work with the Digital Media Officer to support social media output by researching and facilitating effective placement, and you will support the Marketing Officer’s strategic priorities and plans for reaching new audiences and contacts.

*Specific responsibilities include:*

*Audience engagement*

* Promote Performance Venues' work online through listing websites, forums and online calendars
* Support marketing activity, audience development and loyalty schemes
* Promote Performance Venues’ work through internal communications and mailouts
* Develop communications with students and student engagement
* Manage website listings on the Performance Venues website
* Expand and maintain our contacts for listing and promoting genre-specific events
* Promote community focused discount and promotion schemes
* Coordinate physical marketing distribution
* Support the Marketing Officer, Enable US Programmer and Music Programme Producer in working towards team-wide box office targets

*Network development*

* Assist the events officers in attracting new business for Performance Venues hire spaces
* Research potential new promoters and contacts for Performance Venues
* Support the Music Programme Producer, Enable US Programmer and Performance Venues in reaching out to networks in the city
* Research other activity in the city and region relating to the performing arts

*Evaluation*

* Manage audience feedback and evaluation
* Support the Performance Venues team in evaluation work linked to ongoing rebranding
* Analyse and report on audience engagement and complete an audience analysis report at the end of the season

*Other responsibilities*

* Support live concerts and stewarding where required
* Any other duties delegated by more senior team members in support of the continuing operation of Performance Venues.

*Person Specification:*

* Good knowledge and passion towards a wide range of creative activity (in particular live music, theatre & comedy)
* Experience with social media platforms (Twitter, Facebook, Instagram)
* Excellent written communication skills, ability to write succinctly and accurately
* Confidence in networking and meeting potential customers and collaborators
* Good attention to detail
* Computer literate, ability to use standard Office, Google and social media systems
* Experience with photo-editing and publishing software eg Canva, Adobe suite (ideal but not essential)
* Excellent organisational skills with a flexible and can-do attitude and approach to work
* Ability to work effectively both independently and as part of a team
* Ability to follow health and safety processes, and willingness to work safely in a public facing environment.
* Enthusiasm for safe working practice and ability to adapt to new objectives quickly and professionally

As this is an internship role, we do not expect candidates to have all of the above skills, and these form only part of our criteria for candidate selection. We will provide training where required on the job.

| **5** | **JOB OUTLINE** |
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**Job title:** Audience Development Officer

**Reports to:** Music Programme Producer

**Appointment:** 2022-23 academic year (with a probationary period and review after Semester 1)

**Based in:** The role will be based on campus in Performance Venues’ event spaces or the Performance Venues Offices, Octagon Centre, Clarkson Street, Sheffield, S10 2TQ.

**Hours:** 10 hours a week for 12 weeks in semesters. Specific allocation of hours is flexible and will be tailored around academic commitments.

**Pay rate:** £11.38 per hour (Grade 3.3)

Deadline for applications - 11pm, Friday 7th October

Interviews will be held on 13th and 14th of October. Start date during week commencing 17th October (dependent on candidate availability).

| **6a** | **APPLICATION – PERSONAL DETAILS** |
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| **[All relevant information to be put on this form, CVs will not be accepted]**  Please ensure that you **fully** complete **all** sections of the application. | | |
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| **Title:** |  | **Surname:** |
| **Date of birth:** | | **Forename:** |
| **Preferred name:** |
|  | | **National Insurance Number:** |
| **Address and Postcode:** | | **Telephone number(s):**  **Home:**  **Mobile:**  **Email address**: |
| Under the Immigration, Asylum and Nationality Act 2006 proof of entitlement to work in the United Kingdom is required before commencing employment.  Applicants for this role must be eligible to work legally in the United Kingdom. If you do not have the necessary permissions to do so, unfortunately we are unable to consider your application.  Please tick the relevant box to confirm that you have the necessary permissions to work legally in the United Kingdom in the capacity of these posts?  YES ☐  NO ☐  Before commencing employment you will be required to produce original documentary evidence indicating that you have the right to work in the UK, and we will keep copies of the documents.  More information can be found here: <https://www.sheffield.ac.uk/ssid/immigration/during-study/work-during-study>  If you have any questions, Student Support Information Desk should be able to help you:  <https://www.sheffield.ac.uk/ssid> | | |

| **6b** | **APPLICATION – EDUCATION** |
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| Starting with the most recent, please provide details of all qualifications, including details of any current study and predicted results. | | | |
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| **Name of educational**  **establishment** | **Dates of attendance** | **Qualifications obtained, attainments, examinations pending** | |
|  |  | Subject/qualification | Result |
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| **6c** | **PREVIOUS EMPLOYMENT AND WORK EXPERIENCE** |
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| Starting with the most recent, please provide details of any relevant work experience, employment, and volunteering experience. | | | |
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| **Name and address of organisation** | **Dates of employment, engagement** | **Job title** | **Brief description of role/responsibilities** |
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| **6d** | **PERSONAL STATEMENT AND SUITABILITY FOR THE POST** |
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Please give your reasons for applying for this post and say why you believe you are suitable for the position. Look at the job description and person specification and describe any experience and skills you have gained in other jobs or similar environments which demonstrate your ability and aptitude to undertake the duties of the post. Continue on to a separate sheet as necessary.

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| **6e** | **ADDITIONAL INFORMATION - OVERSEAS EMPLOYMENT AND EDUCATION** |
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This section is not mandatory. We understand that some applicants may have lived, studied or worked abroad in countries where ongoing events, traditions and regulations mean that your employment or educational history is significantly different from what would normally be expected in the UK. If you would like to let us know about anything of this nature, please detail it below.

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| **6f** | **REFERENCES** |
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| Please supply the names and contact details of two people who we may contact for references.  We understand that some candidates who have worked or studied abroad may have difficulties finding suitable referees - please contact us if this is the case. This will not affect your application. | |
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| **Referee 1** | **Referee 2** |
| May we contact prior to interview?  YES ☐  NO ☐ | May we contact prior to interview?  YES ☐  NO ☐ |

| **6g** | **DECLARATION** |
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| **I confirm that the information I have given on this application form is true and correct to the best of my knowledge.** | | |
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| **Signed:** |  |  |
| **Date:** |  |  |
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| **7** | **DATES AND SUBMISSION** |
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Please return your completed application to:

Email: concerts@sheffield.ac.uk

We do not accept paper applications.

**We aim for our application process to be inclusive and accessible - if you have any questions about the job role or anything written on this form, you are welcome to contact us, either on concerts@sheffield.ac.uk, or telephone Nick Potter (Music Programme Producer) directly on 07864603487 (mobile) or 01142220492 (office).**

**Any conversations about the application form can be anonymous and will not affect our choice of candidates for interview.**