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**Thank you for requesting an application pack for the post of:**

**Audience Development Assistant**

**Golden Thread Gallery**

Please find enclosed:

* Job description and Candidate specification
* General Information
* Application Form
* Monitoring questionnaire

Please return completed application forms to [info@gtgallery.co.uk](mailto:info@gtgallery.co.uk)

PLEASE DO NOT SEND A CV.

INCOMPLETE APPLICATION FORMS WILL NOT BE ACCEPTED.

The closing date for return of applications for the above post is:

**4pm Friday 27th May 2022**

Applications received after the closing time and date will not be considered.

**This post is supported by Department for Communities via the Art Work Scheme administered by Future Screens NI.**



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| **Post:** | **Audience Development Assistant** |
| **Salary:** | £18018 RLW  Three Year Fixed Term contract |
| **Hours:** | 35hpw |
| **Responsible to:** | Deputy Director |
| **Location:** | Golden Thread Gallery, 84-94 Great Patrick Street, Belfast, BT1 2LU |

This post is supported by Department for Communities via the Art Work Scheme administered by Future Screens NI.

# Organisational background:

# Golden Thread Gallery is a contemporary art Gallery whose aim is to make contemporary art accessible to as many people as possible. Based in Belfast, Northern Ireland, our programme links Northern Irish history to contemporary concerns and positions the local within the wider international sphere. In addition to exhibitions, we have a programme of complementary activities to enhance audiences experience, including: artist and curator talks; guided tours; workshops; and events.

# Job Description & Purpose:

The Audience Development Assistant will work closely with the Deputy Director and Development Officer towards extending and diversifying the gallery’s audiences across a number of key areas, including: developing merchandising opportunities for the gallery’s growing collection of Northern Irish art; contributing to the development of a new donor and individual giving programme; assisting in the extension of the gallery’s educational and outreach programme to reach a wider audience; using the gallery’s social media and other marketing platforms as tools for audience development.

Their responsibilities will include monitoring and collating audience data, e.g., visitor numbers, online audience analytics; compiling audience data for funding reports; assisting in devising audience evaluation e.g., surveys; collaborating and sharing audiences knowledge with other arts organisations.

# Communication and Contacts:

We are seeking a candidate who is a confident communicator with the ability to extend audiences and the network of contacts beneficial to the organisation. The ideal candidate will be friendly and enjoy communicating in all forms.

**Principal Duties**

* Monitoring and collating audience data, e.g., visitor numbers, online audience analytics.
* Compiling audience data for funding reports.
* Assisting in devising and implementing audience evaluation e.g., surveys, audience forums
* Collaborating and sharing audiences knowledge with other arts organisations.
* Assisting in the organisation and delivery of events and participatory activities, such as workshops, talks and tours.
* Assisting in the development of merchandising opportunities
* To develop and maintain professional relationships with clients, colleagues, partners and other relevant bodies in line with our values.
* Developing opportunities for audience development.
* Utilising development opportunities as marketing opportunities to increase the profile of the gallery.

**Administration**

* Maintaining files, both digital and hard copy, relating to the gallery’s activities.
* Communicating with stakeholders via email, telephone and face-to-face
* General administration across the range of gallery activities.

**Access and Participation**

* To assist at gallery receptions and events
* Contributing to the publicity and marketing of the gallery’s activities
* Welcoming visitors to the gallery and, when necessary, assisting in preparing the gallery for audiences.

Any other duties necessary for the successful completion of the post. Unsociable hours may apply.

Please note that Golden Thread Gallery is an equal opportunities employer. The above statements are intended to describe the general nature and level of work being performed by people assigned to this position. They are not intended to be an exhaustive list of all responsibilities, skills, efforts or working conditions associated with the position.

**CANDIDATE SPECIFICATION:**

**This is the perfect role for someone at the beginning of their career in the arts or wishing to transfer into the arts sector. We are looking for someone with a genuine interest in the visual arts and in making visual art accessible to as many people as possible.**

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| **FACTORS** | **ESSENTIAL** | **DESIRABLE** |
| **QUALIFICATIONS**  **AND/OR**  **EXPERIENCE** | A third level qualification and GCSE Maths and English  or  GCSE Maths and English (or equivalent) and a minimum of two year’s work experience (paid or unpaid). | A third level qualification in an arts related subject  or  A minimum of 2 year’s paid experience |
| **EXPERIENCE OF:** | A minimum of one year’s experience of working with members of the public.  Working as part of a team. | Experience of working with audiences/participants in the arts sector. |
| **COMPETENCIES** | A Demonstrable knowledge of or interest in the Arts sector.  A high standard of written and spoken English.  Proficient use of computers and Microsoft Office Packages.  Proven ability to work on own initiative & as part of a team. | Experience of CRM databases  Experience of publicity/marketing including the use of social media and SEO  Knowledge of the Northern Ireland funding environment.  Knowledge of the Northern Ireland charity sector. |
| **ADDITIONAL** | Current full driving licence and access to a car  OR  can demonstrate mobility to carry out the functions of the job effectively and efficiently  Can work flexible hours in line with organisational need. |  |

**Please Note:**

The interview panel reserves the right to enhance desirable criteria at short-listing stage depending on the number of applications received.

Golden Thread Gallery is an equal opportunities employer. The above statements are intended to describe the general nature and level of work being performed by people assigned to this position. They are not intended to be an exhaustive list of all responsibilities, skills, efforts or working conditions associated with the position.

**GENERAL INFORMATION**

This position is being offered on 3 Year Fixed Term contract

**Salary:**

£18,018

**Location:**

Golden Thread Gallery, 84-94 Great Patrick Street, Belfast, BT1 2LU

You may be expected to travel throughout Northern Ireland, with the possibility of occasional travel to the Republic of Ireland, the United Kingdom and further afield on official business.

**Hours**:

35 hours per week as per the gallery’s rota system which runs Tuesday to Saturday. Some evening work may be required for gallery openings and events.

**Annual Leave**:

28 days including NI statutory holidays. Leave year 1st April-31st March.

**Probationary period**:

There is a probationary period of 3 months from the start of employment which may be terminated at a month’s notice by either party.

**Pension**: The appointment is pensionable with a 3% Employer pension contribution. The gallery’s pension provider is Nest.

**Perks**: Staff receive a bonus day off for their Birthday each year. Free teas, coffee and biscuits are also provided.

**Variation to the Terms:**

The Golden Thread Gallery reserves the right to vary the terms of this arrangement subject to prior notification being given and after appropriate consultation has taken place.

**Interview**

Interviews are anticipated to take place week commencing 6th June 2022.

**Equal Opportunities:**

**Golden Thread Gallery is committed to ensuring that all eligible persons have equality of opportunity for employment and advancement in the organisation on the basis of ability, qualifications and aptitude for the work.**



# Application Form for: Audience Development Assistant

Please complete this form accurately and in as much detail as possible, using typescript or BLACK INK. Applications for this post will only be accepted on this form and CVs will not be accepted. Please note that the **closing date** for the return of completed application forms is **4pm Friday 27th May 2022. Late or incomplete applications will not be accepted.**

## PERSONAL DETAILS

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Surname |  | | | | | Forenames | | |  | | | | Title | |  |
| Address |  | | | | | | | | | | | | | | |
|  | | | | | | | | | | | Postcode | |  | | |
| Email address | |  | | | | | | | | | | | | | |
| Telephone Numbers | | | Home | |  | | Work | |  | | | Mobile | |  | |
| Do you require a work permit to work in the UK? | | | | | | | | Yes / No | | | | | | | |
| If yes, please provide details | | | |  | | | | | | | | | | | |
| Please indicate any dates you will not be available for interview | | | | | | | | | |  | | | | | |

**ACADEMIC OR OTHER QUALIFICATIONS** (Documentary Evidence will be required from the successful candidate)

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| --- | --- |
| School, college, university etc | Qualifications and date obtained |
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MEMBERSHIP OF PROFESSIONAL/TECHNICAL BODIES

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| --- | --- |
| Name of Association or body | Status and date of membership |
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## PRESENT/MOST RECENT POSITION

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Employer’s Name | | | | |  | | | | |
| Address |  | | | | | | | | |
| Job Title | |  | | | | | | | |
| Start date | | |  | | | | Current/final salary |  | |
| Notice required | | | |  | | | Earliest available start date | |  |
| Reason for leaving or seeking other employment | | | | | |  | | | |
| Brief outline of your duties/responsibilities (please continue on a separate sheet if necessary) | | | | | | | | | |
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**OTHER PREVIOUS EMPLOYMENT** (List previous employment starting with the most recent)

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| From | To | Employer’s name | Job title and main duties | Reason for leaving |
|  |  | and address |  | and final salary |
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**Please OUTLINE in no more than 1000 words how you feel you meet the Essential criteria below**. **Responses that exceed the word limit may be disregarded. Bullet points under headings are encouraged.**

It is important that you demonstrate how you satisfy the full requirements of the post as Golden Thread Gallery will interview only those candidates who have demonstrated clearly the best knowledge, skills and experience associated with the duties of the post.

**ESSENTIAL CRITERIA**

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| **Qualifications**  A third level qualification and GCSE Maths and English  or  GCSE Maths and English (or equivalent) and a minimum of two year’s work experience (paid or unpaid)  **Experience**   * A minimum of one year’s experience of working with members of the public * Working as part of a team   **Competencies**   * A Demonstrable knowledge of or interest in the arts sector * A high standard of written and spoken English * Proficient use of computers and Microsoft Office Packages. * Proven ability to work on own initiative & as part of a team   **Additional**   * Current full driving licence and access to a car OR can demonstrate mobility to carry out the functions of the job effectively and efficiently * Can work flexible hours in line with organisational need. |
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**Please OUTLINE in no more than 500 words how you feel you meet the DESIRABLE criteria below**. **Responses that exceed the word limit may be disregarded. Bullet points under headings are encouraged.**

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| **Desirable Criteria**   * A minimum of 2 year’s paid experience * Experience of working with audiences/participants in the arts sector * Experience of CRM databases * Experience of publicity/marketing including the use of social media and SEO * Knowledge of the Northern Ireland funding environment * Knowledge of the Northern Ireland charity sector. |
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## FURTHER INFORMATION

Please give details of any interests or activities outside work or any other information, which you consider relevant to your application.

## REFERENCES

Please provide details for two people who can provide references relating to your work experience and suitability for the post for which you are applying. One referee should be your current or most recent employer. Referees will only be contacted after interviews have taken place.

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| --- | --- | --- | --- | --- |
| **Name** |  |  | **Name** |  |
| **Company Name** |  |  | **Company Name** |  |
| **Position** |  |  | **Position** |  |
| **Address** |  |  | **Address** |  |
| **Telephone** |  |  | **Telephone** |  |
| **Email** |  |  | **Email** |  |

## CRIMINAL RECORD

Please note if you are under consideration for appointment, you will be required to be checked through ACCESS NI.

## DECLARATION

I hereby certify that all the information given by me as part of this recruitment process is correct to the best of my knowledge and that all the questions relating to me have been accurately and fully answered.

A candidate found to have knowingly given false information or to have wilfully suppressed any material fact may be liable for disqualification or, if appointed, to dismissal.

**Signature** **Date**

Golden Thread Gallery is committed to equal opportunity in employment.

All applications for employment are considered strictly based on merit.

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|  | |  | | --- | | **EQUAL OPPORTUNITIES MONITORING FORM** | |

To help us check that we are recruiting people in a fair and non-discriminatory way, and in line with guidance from the Equality Commission NI, all applicants are asked to complete a monitoring data form about themselves. This is sensitive personal data and will be treated with the utmost confidentiality in line with the requirements of Data Protection legislation. The data will only be used for general statistical and monitoring purposes. The data will not be taken into account in assessing information on your application form. Please complete and return in an envelope with your application form. If you are emailing your application, it will be separated from the main document prior to assessment.

**Gender** ☐ Male ☐ Female ☐ Non-binary I self-identify as\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**My preferred pronouns are:**

**Ethnic origin**

Ethnic origin is not about nationality, place of birth or citizenship. It is about colour and broad ethnic groups. UK citizens can belong to any of the groups indicated.

*How would you describe your ethnic origin?*

**White Mixed Heritage**

☐ British ☐ White and Asian

☐ Irish ☐ White and Black Caribbean

☐ Welsh ☐ White and Black African

☐ English ☐ Any Other Mixed Background

☐ Scottish

☐ Any Other White Background

**Asian, Asian British, Asian English, Asian Scottish, Black, Black British, Black English, Black Scottish,**

**Asian Welsh Black Welsh**

☐ Indian ☐ Caribbean

☐ Pakistani ☐ African

☐ Bangladeshi ☐ Any Other Black Background

☐ Any Other Asian Background

**Chinese, Chinese British, Chinese English, Chinese Scottish, Chinese Welsh**

☐ Chinese ☐ Any Other Chinese Background

☐ **Any Other Ethnic Background** ☐ **Do not wish to declare my Ethnic origin**

**Age**

☐ 16-25

☐ 26-35

☐ 36-45

☐ 46-55

☐ 56-65

☐ Over 65

**Community Background**

Regardless of whether they actually practice a religion, most people in Northern Ireland are perceived to be members of either the Protestant or Roman Catholic communities. Please indicate the community to which you belong by ticking the appropriate box below:

I am a member of the Protestant community

I am a member of the Roman Catholic community

I am not a member of either the Protestant or the Roman Catholic communities

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| **Personal details** |

**Date of birth:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Disability**

A person has a disability if he or she has **"a physical or mental impairment which has a substantial and long-term adverse effect on his or her ability to carry out normal day-to-day activities"** (Disability Discrimination Act 1995)

Do you in accordance with the above have a disability? Yes No

**If yes, please state nature of disability:**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**If no, have you ever had a disability?** Yes No

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| **Criminal Convictions** |

Do you have an unspent criminal conviction? Yes No

**(If yes, please give brief details)**

**Please note:** If the post for which you have applied is exempt from the provisions of the Rehabilitation of Offenders Act, you will be required to complete a separate form.