

FALLING TOGETHER: AUDIENCE DEVELOPMENT ASSOCIATE



Type: Freelance, January 2022 – June 2022

Contract Fee: £7200

Commitment: On average 2 days per week

From January 2022, Upswing will be developing ***Falling Together*** – combining contemporary circus, stand-up comedy and film to explore the politics of power and the complexity of identity.

Falling Together will also be a vehicle for developing:

- New audiences for circus
- New audiences for live performance
- New audiences and community support for our partner organisations – Bernie Grant Arts Centre (in Tottenham) and Brixton House (in Brixton/Lambeth).

Both of these organisations – each in their own way – are working from 2022 to redefine their cultural place in their respective communities. ***Falling Together*** will form a key part of their developing outreach and engagement strategies.

Upswing is looking for a freelance Audience Development Associate to play a key role in these collaborations for ***Falling Together*** – leading on Upswing's contribution to developing and delivering strategies over the January-June 2022 period. Upswing has also secured a Kickstart role for an 'Outreach Ambassador' to work directly on this project (and working directly with Bernie Grant and Brixton House). The Audience Development/Engagement Coordinator will manage this position.

WE'RE LOOKING FOR SOMEONE WITH:

- Min 3 years experience in planning and delivering audience development projects for arts organisations
- Experience of engaging with a range of community groups including culturally diverse communities, giving talks/presentations and conducting consultations.
- Ability to identify and develop mutually beneficial partnerships to support outreach activity.
- Experience of using and interpreting data and reports to develop audience engagement strategies.
- Excellent knowledge and use of digital and social media and other marketing tools to reach groups and communities.
- Knowledge of Tottenham/Haringey and/or Brixton areas a plus.
- Proven commitment to ensuring equality, diversity and inclusion.

MAIN TASKS:

- Collaborate with Upswing team on the development of key messages and strategies across the entire project
- Build and maintain relationships with our partner theatres

- Contribute to the building of audience development strategies at both theatres
- Ensure that contemporary circus is highlighted as part of any strategy
- Contribute to the design/delivery of specific marketing strategies at both theatres
- Design and deliver audience engagement 'touch-points' throughout the development process of the project (primarily March, 2022 and May, 2022) – in coordination with both organisations
- Coordinate the design and delivery of 'engagement' activities at both theatres (April, 2022 and May, 2022) in collaboration with both theatres.
- Line manage an Upswing Outreach Ambassador (Kickstart position) who will be embedded with both Bernie Grant and Brixton House to support audience initiatives.
- Participate in evaluation of the project's Audience Engagement activity at the end of this phase of the project (by end June 2022)
- Represent Upswing in public facing duties
- Ensure a commitment to Equality, Diversity and Inclusion in all activities

TO APPLY:

Send letter and CV (no more than 4 pages A4 in total for both) explaining your interest and suitability for the role to Recruitment@upswing.org.uk. If needed, you are able to submit your application in another format (i.e video, audio) for accessibility reasons. Please get in touch with the email address below if you have questions.

Deadline: Wednesday, 19th January 2022; 5pm

Diversity and inclusion are at the heart of everything Upswing exists to achieve, and we are particularly interested in receiving applications from people with ethnically diverse backgrounds and/or deaf/disabled individuals.

QUESTIONS:

Info@upswing.org.uk

ABOUT UPSWING:

Upswing is one of the UK's leading contemporary circus companies. We use the art-form of circus to tell stories in extraordinary ways – amplifying and celebrating the skills, creative talents and stories of diverse artists and communities.

Upswing is a registered charity. We are a National Portfolio Organisation receiving support from Arts Council England.