

JOB DESCRIPTION

Supporting a thriving parliamentary democracy

Campaign type:	Concurrent
Job title:	Audience Development and Insights Manager
Pay band:	B1
Pay range:	£37,510 - £43,361 per annum <i>(It may be possible for high contributors to be paid up to the maximum of the pay band)</i>
Team:	Communications and Audiences
Section:	Participation
Reports to:	Senior Marketing Manager
Number of posts:	1
Hours:	Full time, 36 hours per week
Contract type/duration:	Permanent
Issue date:	07/01/2020
Closing date:	02/02/2020 at 23:55

Job introduction

We are looking for an Audience Development Manager to join UK Parliament's Participation Team and lead on the development of our audience data, segmentation and targeting. The growth of Participation's external audiences and development of stronger audience engagement is a critical strategic need.

This is an exciting new role in a dedicated marketing team that has been created to meet the audience development needs of the two main delivery areas for the Participation Team: Visitor Services & Retail and Education & Engagement.

The post-holder will work to increase the impact of Participation's engagement with external audiences by designing and implementing mechanisms for audience analysis, generating original ideas and testing innovative solutions to improve engagement with UK Parliament with external audiences with a sustainable ethos.

This role will feed into Participation's strategic development process by assessing the audience potential for proposed new business opportunities and make recommendations on distribution and audience development, underpinned by data insights.

You will have an excellent understanding of all the possible channels we use to develop and engage audiences, and prioritise the time we spend on these to create a balanced and well-rounded audience development strategy that maximises growth potential.

This will be a unique opportunity to build a new audience segmentation model and shape the overall audience development strategy of UK Parliament's public engagement activities.

Team information

The Participation Team works to give the public a voice and to shape Parliament in the interests of the public. We reach out to communities and audiences across the UK, promoting an understanding of the role and relevance of both Houses, inspiring people to get involved and empowering citizens to have a voice.

Our well-established public engagement activities continue to expand. Over 1 million people participate in outreach and engagement activities across the UK through workshops, events and the annual UK Parliament Week. A further 500,000 directly engage in activities at Parliament, including through tours of the Palace of Westminster and school workshops in our world-class Education Centre.

The UK Parliament

The UK Parliament works at the heart of the UK democratic process, playing the leading role in checking and challenging Government, making and shaping laws, and debating and agreeing UK citizens' rights, responsibilities and freedoms.

Parliament has two Houses that bring local voices and expert opinion together; the House of Commons and the House of Lords. Much of the work of Parliament takes place at the Palace of Westminster, a World Heritage site. 2,000 people work impartially behind the scenes to support the democratic process; from facilitating Chamber and committee business to estates management, security, catering, communications, digital services, public Over engagement and more.

The UK Parliament is committed to equality and diversity. Our aim is to build a diverse, dedicated and high-performing workforce to keep Parliament running smoothly and to support a thriving parliamentary democracy.

Key stakeholder relationships

- Visitor Services and Retail, Participation
- Education and Engagement, Participation
- Strategy team, Participation
- Evaluation and Insights, Research and Information
- Marketing and communications professionals across Parliament

Management responsibility

No

Location

This post will be located on the Parliamentary Estate, Westminster, London.

Security

Successful candidates will be required to complete pre-employment checks. This includes security vetting to Counter Terrorist Check (CTC) level unless otherwise specified. All successful candidates are required to pass these checks before an offer can be confirmed.

Applicants should be aware that if they have resided outside of the UK for a total of more than two of the last five years they are not eligible for vetting.

Please visit: <https://www.parliament.uk/documents/PSD-Security-Vetting-booklet.pdf> for further information.

Hours

Consideration will be given to candidates who wish to work part-time or as part of a job share. If you are selected for interview please inform the panel of the days/hours you are available to work, alternatively you can inform the recruitment team at any stage of the process.

Net conditioned full-time working hours for staff of the House are usually 36 per week. This excludes daily meal breaks of one hour.

The exact daily times of attendance will be agreed with line management.

This post may also require occasional weekend and evening working in line with public activities/events.

For further information

Candidates should refer to the House of Commons careers website www.parliament.uk/about/working/jobs/ or contact Recruitment@parliament.uk or **020 7219 6011**.

Application and selection process

We will conduct a sift based on the criteria set out in the skills and experience section and successful candidates will be invited to attend a competency based interview.

Key responsibilities

- Create and maintain a core audience intelligence tool to ensure the Participation team manage the analysis of audience reach and engagement across the range of public engagement services and activities
- Regularly use monitoring and evaluation systems and processes within an audience reporting context
- Monitor and report on the impact of Participation programmes and marketing activity on the behaviour of key target audiences
- Effectively gather and analyse data from a range of sources, regularly review end-to-end processes to ensure continuous improvements are made and think strategically whilst delivering at an operational level.
- Analyse data from a variety of sources to identify and interpret audiences needs and behaviours to improve future interaction.
- Act as an authoritative source of knowledge on Participation's audiences and drive the adoption of insights to better meet it's needs.
- Collaborate with other data analysts in the wider business to investigate and implement systems to gather data from the most accurate data sources for reporting, optimise use of resources and share best practice.
- Present audience insight in a stimulating and engaging way which is suitable for key stakeholder audiences across Participation, with an aim of producing a clear set of identifiable actions and supporting business decision making.
- Engage with internal and external research partners effectively, conducting projects which achieve value for money for the department as well as quality outcomes.
- Drive and design the implementation of new quantitative and qualitative projects to help bring the audiences to life. This should include championing new approaches and blending methodologies
- Commission audience research where required, and provide insights and forecasts into current and potential audiences
- Work closely with colleagues in the Parliamentary Digital Service and Research and Information team to realise consistent analytical approaches to gathering audience insights.
- Monitor industry developments and identify opportunities for Participation to measure its impact.
- Supporting the principles of equality, diversity and inclusion, and role modelling them at all times.

Qualifications

There are no mandatory qualifications for this role.

The House Service are proud of our organisational Values, which will deliver our strategy. We are looking for people who can bring these values to life:

- **Inclusive:** We value everyone equally; We respect each other; We all have a voice
- **Courageous:** We try new things; We own our actions and decisions; We learn from our mistakes
- **Trusted:** We trust each other to do a good job; We are impartial; We build confidence in Parliament through our integrity
- **Collaborative:** We share our knowledge and experience; We work towards a shared vision; We know we work better in a partnership

Skills and experience	Application	Test/Exercise	Interview
Criteria 1 – Analysing and Decision Making Significant experience of using advanced audience research tools and techniques to produce audience insight relevant to an operational business - manipulating both internal and external data sources against strategic department needs.	X		X
Criteria 2 – Analysing and Decision Making Strong quantitative and qualitative analytical skills, particularly working creatively with existing data sources / large data sets, with the ability to use multiple datasets (e.g third party data, CRM, GA) in one narrative.	X		X
Criteria 3 – Communicating Experience of producing and presenting audience research to senior stakeholders, providing insights and forecasts into current and potential audiences, which drive tangible solutions to increase audience reach and engagement with UK Parliament.	X		X
Criteria 4 – Planning and Organising Experience of producing an audience development strategy across all relevant distribution channels, both online and offline.		X	X
Criteria 5 – Working with People Knowledge and understanding of how Marketing team's function such as development of campaigns, CRM, advertising, brand, digital, measurement KPI's and the impact Insight has on these functions.			X
Criteria 6 – Planning and Organising Ability to balance competing priorities and prioritise multiple tasks in a fast-paced, changing environment.			X
Criteria 7 – Working with People Experience of building relationships with internal and external partners and organisations - to information gather, advance further data collection and analysis and promote best practice.	X		X