

Regional Audience Development Officer

Position Description



Background

Regional Arts NSW (formerly The Arts Council of NSW) was formed over 50 years ago and restructured in the late nineties to reflect a new role of advocating and promoting *regionally determined* arts and cultural development. The restructure established a city-based Secretariat with a Board comprising Directors from each of the affiliated state regions.

Concurrently, eight Regional Arts Boards and three Committees were established around the state, and this number has now grown to nine Regional Arts Boards (RABs) and four Steering Committees who are in the process of establishing RABs in their regions. The RABs are responsible for the establishment and management of Regional Arts Programs and for determining and responding to regional priorities. Through its regional representatives, the Board of Directors of Regional Arts NSW is able to develop and sustain up-to-date regional perspectives and to develop state policy that reflects regional issues and priorities. RANSW has developed a state-wide and, through its membership of Regional Arts Australia, a national perspective on community cultural development in regional NSW.

Pivotal to the success of the RABs has been the maintenance and expansion of a network of Regional Arts Development Officer (RADO) positions; professional cultural workers that guide and implement the Regional Arts Programs. The city-based secretariat works closely with the RADOs functioning as a service organisation to RABs through its policy, advocacy, training and management services.

Additionally, Regional Arts NSW has maintained close links with the many voluntary arts and cultural groups in regional New South Wales and professional local arts development officers working in the regions.

Regional Arts NSW engaged in the Regional Audience Development Specialists Program, initiated and funded by the Audience and Market Development Division of the Australia Council, in 2000. It has conducted Phase I of the RADS program between 2000 and 2002, focusing on two regions in New South Wales, the Albury Wodonga and Southern Tablelands regions. The purpose of Phase I was to develop models for regional audience development that could be modified and applied to other regions in NSW.

Working through the Regional Arts Development Officers in each of the two regions, the models were developed to initiate audience development strategies for arts and cultural organisations and groups in each of the regions. This included the initiation of an industry based collective to plan and develop audience development strategies, and workshops to introduce audience development to local arts and cultural groups.

Phase II of the Regional Audience Development Specialists Program will focus on three levels of development during 2003 and 2005 with the purpose of increasing audience development capacities in each of them. Initially the RAD Officer will work with new and emerging RADOs and RABs with follow up activities that increase the spread of audience development skills and knowledge to the more established regions.

Summary Of Position

The **Regional Audience Development Officer** will be located in the Sydney Secretariat office and will work closely with Regional Arts NSW and the network of Regional Arts Development Officers and Regional Arts Boards in New South Wales to develop an Audience Development Program that works at three levels:

- Through the State Secretariat to integrate audience development strategies into strategic planning processes.
- Through the network of Regional Arts Development Officers to increase and enhance audience development skills and knowledge and to impact on the integration of audience development strategies in planning processes with Regional Arts Boards.
- Through RAB programs to local arts and cultural groups by implementing workshops that increase skills and knowledge of audience development.

Data collection models on regional audiences, and program review and evaluation methods will be utilised throughout the program.

Terms Of Contract

The position commands a a salary of \$33,000 per annum, for three days per week based on a pro rata salary of \$55,000 per annum. A contract will be offered for 3 years with regular reviews of performance included.

1. Organisational relationships

- a. **Internal:** Responsible to the Chief Executive Officer.

Internally, the Regional Audience Development Officer will liaise with the:

- CEO,
- Business and Finance Manager,
- Regional Indigenous Cultural Officer,
- Regional Communications & Promotions Officer, and

- b. **External: Liaison/networking**

Externally the position liaises with:

- Regional Arts Development Officers, and through them,
- Regional Arts Boards, and,
- Audience & Market Development Division of the Australia Council.

2. Accountability

The position holder works closely with the CEO on strategic and policy matters and works autonomously on a day to day operational basis. Priorities and final agreement on material produced for the public are to be determined in consultation with the CEO.

3. Duties:

- 3.1 Develop a program of activities and associated work plan over 3 years that targets the aims, objectives and outcomes for the Regional Audience Development Specialists Program.

- 3.2 Work with the state Secretariat on integrating audience development strategies into the review and development process for the RANSW Strategic Plan.
- 3.3 Undertake a review of the network of Regional Arts Development Officers in relation to their level of knowledge and skills in audience development.
- 3.2 Develop a 'learning circle' program with the network of RADOs including the utilisation of such tools for learning as reference material, on-line services (chat room or e-group), check lists, workbooks and/or work sheets.
- 3.3 Develop a program of one-to-one consultations and mentoring activities for new and emerging RADOs, or those who express a need to address a shortfall in audience development skills and knowledge.
- 3.4 Working through the network of Regional Arts Development Officers, identify opportunities to work with Regional Arts Boards in their planning processes to integrate audience development strategies into their business or strategic plans. In particular and in the first instance, work with new and emerging Regional Arts Boards who are engaged in the initial planning stages in the Upper Hunter, West of the Darling, Far North Coast and Central Orana regions
- 3.5 Working through the network of Regional Arts Development Officers, identify opportunities for workshops on audience development to be conducted for local arts and cultural groups. Implement the workshops in up to 13 locations over 3 years, including the development of an evaluation process by workshop participants.
- 3.6 In collaboration with RADOs, develop regional data collection models on audiences for implementation through Regional Arts Programs and advise them on integrating these models into work practices.
- 3.7 Establish quarterly review and evaluation methods at each level of activity (Secretariat, RADO, RAB, local) establishing a process by which the program is refined and modified according to feedback.
- 3.8 Document all processes involved.
- 3.9 Provide quarterly reports on implementation for review and a final report on conclusion of contract.
- 3.10 Other duties that emerge from the review component of the project, and as negotiated with the Chief Executive Officer.

4. Essential Criteria

- 4.1 Demonstrated high level of written and oral communication skills, especially interpersonal communication, technical report writing, and the preparation and delivery of presentations.
- 4.2 Demonstrated high level of experience in arts and cultural Audience Development planning, implementation and evaluation and sound understanding of the issues, outcomes and current practices in audience development in Australia.
- 4.3 Experience in developing research techniques, planning processes, strategy development and evaluation and review procedures.
- 4.4 Demonstrated capacity for program development as a result of research and consultation with stakeholders.

- 4.5 Experience in establishing arts and/or community educational programs, delivering training, and the development and delivery of flexible educational tools and learning opportunities for varying levels of need and expertise.
- 4.6 Sound knowledge of arts development and/or community cultural development issues.
- 4.7 Demonstrated computer literacy in standard software programs eg Word, Excel, internet and web programs.
- 4.8 Ability to prioritise workloads and work cost effectively.
- 4.9 Capacity to travel extensively.

5. Desirable Knowledge, Skills And Abilities:

- 5.1 Relevant tertiary qualifications in the arts AND/OR commensurate experience in the field.
- 5.2 Knowledge of regional arts development networks and issues.
- 5.3 Experience working with network organisations, artswomen or arts industry personnel.
- 5.4 Experience working with volunteer-based or community organisations.
- 5.5 Current drivers' license.

Applications

Deadline for applications:

Monday 16th June 2003

- Applicants are invited to submit applications that address, *firstly* the **Essential Criteria** and *secondly* provide details, if any, of relevant experience and training with reference to **Desirable Knowledge, Skills and Abilities**.
- Please provide a copy of your **Curriculum Vitae**.
- Please nominate **3 referees**.
- Applications should be marked "Confidential" and addressed to:

Victoria Keighery
Chief Executive Officer
Regional Arts NSW
Pier 5, Hickson Road