

# Job Description

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**Job title:** Director of Audiences

**Responsible to:** General Director

**Main purpose of job:**

To set out the approach to how Welsh National Opera engages, increases and diversifies its audiences and participants in line with the new strategic context of opening the organisation to a wider range of audiences, and to create the capability to deliver against it over the coming years. Reporting to the General Director and part of the Senior Management Team, you will be responsible for providing Welsh National Opera with the right insight and information to help the Company deliver against this vision.

**Scope:**

The Director of Audiences has lead responsibility for the development and implementation of a radically inclusive audience strategy which will enable Welsh National Opera to welcome a new audience that is diverse and more representative of our communities. Working closely with other senior colleagues, you will develop new platforms to connect Welsh National Opera to an even broader community.

**Key responsibilities:**

- To develop an overarching Audience strategy consistent with Welsh National Opera's vision to extend our reach and further develop our revenues.
- Working in collaboration with the Director of Development, Strategy & External Relations, to develop an integrated communications plan across all audiences, from ticket-buyers, donors, stakeholders and Youth and Community participants, to ensure effective maximum effectiveness in awareness-raising, ticket sales, advocacy and income generation.
- Along with the Director of Development, Strategy & External Relations, lead the development of Welsh National Opera's communications strategy, ensuring WNO's communications service the needs of all departments equally in delivering the Company's strategic objectives.
- Take the lead in driving digital transformation for the Company, especially in the areas of

promotional content creation and the management of our social media platforms.

- To ensure the Audiences strategy is aligned with the Development and External Relations strategies to drive growth in public and private fundraising income and engagement with key stakeholders.
- Champion audience insight across the Company, working collaboratively across divisions to maximise audience understanding and future developments.
- Provide leadership to a multidisciplinary team, ensuring their engagement with the wider Company and create opportunities for them to continuously develop and flourish.
- Lead a creative marketing team, developing marketing strategies that achieve ambitious sales targets as well as overall marketing activity to promote the events at Welsh National Opera.
- Work with the Development team to drive growth in the donor and Friends programmes and lead efforts to attract new audiences and optimise engagement.
- Ensure our communication material is of consistently high quality, aligned to the brand and inspires our audiences.
- Ensure the Press team create and maintain excellent relationships with media stakeholders.
- Be responsible for the departmental budgets and monitor expenditure limits to ensure return on investment, providing financial reports to the Executive Team, Finance Director and Board as required.
- Select and deploy leading edge audience technology, measurement tools and analytics to generate the insight & audience metrics the Welsh National Opera needs to deliver its ambition.
- Develop increasing expertise in big data and analytics in WNO Audiences and ensure the WNO fully uses the opportunities presented by data to improve services to audiences. Ensure audience insight is at the heart of the Welsh National Opera journey to greater personalisation.
- Contribute to the development and delivery of Welsh National Opera's strategic plan.
- Represent Welsh National Opera externally.

## **People Management**

- Lead and develop an effective and motivated team, ensuring that the team consistently meets the desired level of performance. Develop new capabilities and skills within the function to deliver against the vision and future environment.
- Ensure that all aspects of team management are carried out in line with our policies and practices including, recruitment, induction and probation, training, sickness absence, equality and diversity, health and safety and communication.
- Contribute to the Senior Management Team ensuring that overall corporate objectives are delivered and to act as a role model, encouraging the team to deliver a high-quality service.
- Develop, monitor and manage performance by setting clear targets, providing data to the Senior Management Team and the Board as required

## **General**

- To cooperate with us in complying with relevant health and safety legislation, policies and procedure in the performance of the post. The post carries responsibility for Health & Safety issues at level 6 (see attached).
- To behave in accordance with our values
- To maintain confidentiality and observe data protection and associated guidelines where appropriate.
- To ensure compliance with our policies and procedures at all times

The duties in this job description are not exhaustive and may be altered at any time to reflect the changing needs of the organisation.

# Person Specification

## Director of Audiences

### The Ideal Candidate

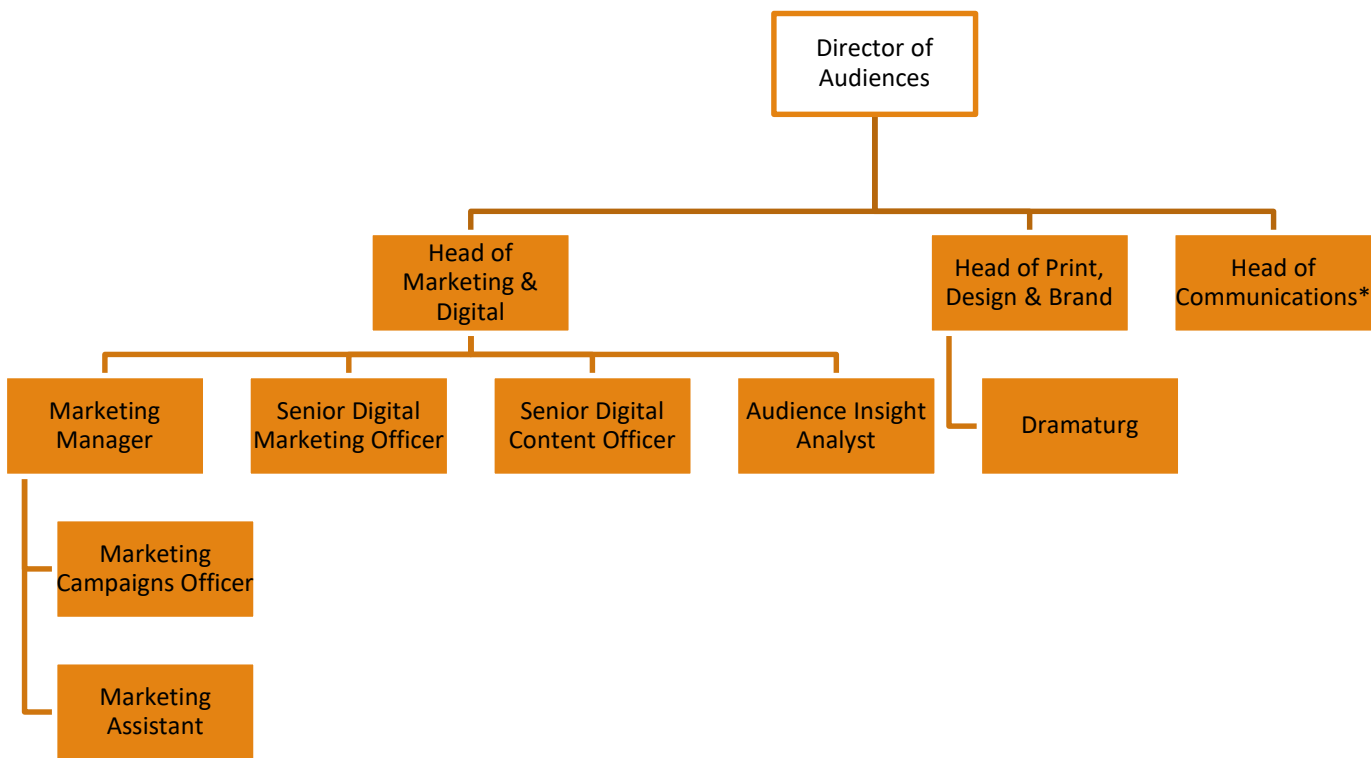
- The ability to lead and develop a large and established expert team.
- A strategic thinker with experience of successfully influencing and directing strategic planning.
- Excellent interpersonal skills to establish rapport, credibility and relationships at a senior level and across Welsh National Opera.
- A track record of collaboration across teams and with external organisations.
- Personal and professional credibility that commands confidence, proven resilience and stamina to sustain performance when under pressure.
- Creative, with the commitment to encourage fresh ideas and to develop colleague potential, tempered with the practical focus on goals.
- A Change agent with the ability to drive change whilst maintaining effective relationships.

### Skills, knowledge and experience:

- Full, current UK driving licence.
- Demonstrable experience of creating and implementing successful strategies for a World Class organization which will increase revenue and reach.
- In depth experience at a senior level of using audience insights to influence future strategies
- Experience in using social/digital media analytics to measure performance and develop data-informed insights for the distribution of opera.
- Experience of balancing competing needs, ensuring priorities and strategic aims are met.
- Excellent presentation and communication skills, with the ability to plan and manage resources effectively.
- Strong stakeholder management skills with the ability to build and maintain positive relationships and networks.
- Adopts a flexible approach to the requirements of the job.
- An interest in opera/classical music/the arts \*
- Welsh language speaker/writer \*
- Understanding of GDPR legislation \*

Points marked with an asterisk (\*) are desirable rather than essential.

Team Structure



\*Head of Communications has a dotted reporting line to Head of Development & Strategy

## **Health and Safety Individual Responsibilities**

All Employees

(Level 6)

**Every employed person, including Managers.**

### **Responsibilities**

All employees are responsible for: -

The observance and implementation of rules and systems which are derived from the Health and Safety Policy and the arrangements for its implementation.

Taking reasonable care for their personal health and safety and that of fellow employees and others who may be affected either directly or indirectly by their acts or omissions at work.

Reporting promptly to the appropriate Manager potential or actual hazards and defects.

Taking part in any health and safety training considered by the Company to be necessary in order to comply with the Company Health and Safety Policy and current legislation.

Knowing the correct action to be taken in the event of an accident, fire or other emergency.

Co-operating with Management and other employees in meeting statutory requirements.

Not interfering with or misusing anything provided to protect their health, safety or welfare which is required by legislation and using any machinery, equipment, substance or safety device in accordance with any training and instruction.