

# WATERSHED

**Position:** Audience Development Associate (The Future is Collective) – 2 positions available

**Contract:** Freelance

**Flat fee:** £2,000 (plus £500 personal development bursary)

**Timeframe:** 8 flexible days between March and July 2022

**Location:** Pervasive Media Studio, Watershed (Bristol)

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## **Introduction to the role and context**

This Spring / Summer we are inviting two Audience Development Associates to join Watershed on a fixed-term basis. For this project, we are looking for people who have an interest in climate and / or community activism and regenerative business approaches.

*The Future is Collective*, is a new Watershed talent development programme that will propel community and climate activism by offering support and development to freelance creatives.

Watershed will pay you to support and share your specialist knowledge with creatives who urgently need it and who would otherwise struggle to access Audience Development advice. This may include Pervasive Media Studio Residents, creatives associated with Rife, BFI NETWORK and Film Hub South West or individuals in Watershed's wider network. Addressing underrepresentation in the creative and cultural sectors, we are particularly keen for these roles to support projects led by South West based people of African or Caribbean Heritage and those of East Asian, South Asian or South East Asian Heritage.

You will support others to better understand what audience development is, and how they can build it into current and future creative community / climate activism projects, which may include exploring touring and distribution opportunities. You will help creatives to better understand the reach and potential of their work, enabling them to reach new audiences in the longer term and to better engage with existing audiences.

The creatives you support, might be working on something new, or they may be working on old or current projects that stalled, or haven't yet reached their full potential.

Part of your role, with support from Watershed, will be to help to identify who could benefit from Audience Development advice and determining how to distribute your time effectively.

N.B alongside this role, there will also be an Associate Producer offering support and specialist knowledge. The Producer and Audience Development Associates may decide to offer some joint support to the same creatives, where useful and appropriate. You may also identify people who need Producing support and vice versa.

This role will work closest with the [Talent Development](#) and [Pervasive Media Studio team](#) within Watershed.

The Future is Collective is made possible thanks to public funding from the National Lottery through Arts Council England. The programme aims to re-energise our devastated cultural ecology by offering professional development to creatives, whilst re-configuring networks and engaging audiences with new works. We believe supporting and nurturing freelancers at this critical time, is crucial to the future of the creative sector.

We encourage applications from people that are underrepresented in the creative and culture sector (for example you are from a community that experiences racism, or you are a disabled person (as defined by the Equalities Act in 2010), or you did not go to University or you were eligible for free school meals as a child).

### **What this role will deliver?**

- Phase 1: Identification of potential beneficiaries to receive Audience Development advice and support from you.
- Phase 2: Giving advice to and supporting creatives (group or individual support, as appropriate)
- You will contribute to evaluation and monitoring throughout the project.
- Towards the end of the project, to help capture your learning and share it with a wider audience, you will create a blog or vlog reflecting on inclusive audience development strategies for creative tech / immersive climate and community work. If you would like to share information in another format, we are open to other ideas.

Two audience development associates will be appointed to work side-by-side. The work each Associate delivers will be separate but complementary, demonstrating different approaches and maximising each Associate's skills and networks.

### **Timeline and location of the engagement**

You will have the equivalent of eight days (64 hours) to work on this project. Your work on this project should start no later than March and end no earlier than July. How you spread the equivalent of 8 days within this period, is flexible, and will be discussed further upon appointment.

It is recommended that your blog / vlog is delivered towards the end of your engagement in June / July.

The process will be delivered using a hybrid model – primarily in-person at Pervasive Media Studio, Watershed (Bristol). Some work is also expected to be delivered online using Teams / Zoom.

Applications are welcome from Audience Development Associates not based in Bristol, though please note that the fee is inclusive of all expenses.

### **What experience and skills do you need to be considered for this opportunity?**

- You will have experience of managing your own time effectively and of working to deadlines.
- You will be able to communicate well with others, including carefully listening to what support others need and sharing your knowledge in ways which are accessible and easy to understand.
- You will have experience of supporting the professional development of others.
- You will have experience in touring / distribution and/or developing and reaching new audiences.
- You will be able to propose and develop audience development strategies.
- You will have an interest in climate and/or community activism.
- You will have an understanding of immersive film and/or creative technology projects.
- You will have experience of and an enthusiasm for working with artists / creatives that are underrepresented in the creative and cultural sectors.

### **Fee and additional benefits**

The fee for this work is £2,000 (equivalent of 8 days @ £250 per day)

In addition to the fee, each Audience Development Associate will receive:

- An individual bursary of up to £500 to support the development and sustainability of your own practice. This could be used for training, mentoring or coaching. We will work with you to identify your needs and support you to make the best use of this resource.
- The opportunity to participate in professional development group sessions, that will support you to further develop your business skills.
- The opportunity to participate in networking events that will support you to further develop your professional networks.
- Access to hot-desk facilities at Pervasive Media Studio (including free wifi) – subject to COVID restrictions.

### **How to apply**

Deadline to apply is 5pm 21 February 2022.

Please send us:

- **CV** (no more than 2 sides of A4) detailing relevant work experience and any qualifications / training relevant to the role. Please make sure your contact details are included.
- **Cover letter** (no more than 2 sides of A4) telling us why you are applying for this position and why you are suitable for the role. (Alternatively, you can send us a video or audio file no longer than 10 minutes).

Please send the above documents to [danielle.r@watershed.co.uk](mailto:danielle.r@watershed.co.uk) using the subject line 'FiC Audience Development Associate application [insert name]'

Please do not attach video or audio recordings to the email. Instead, please include a link to where the file can be accessed (for example – google drive, vimeo, youtube, soundcloud etc).

We will acknowledge receipt of your application.

You will be asked to complete a Watershed Opportunities Inclusion Form.

### Tips for making an application

We receive a lot of applications for our programmes. To help make sure your application is the best it can be and gives use the information we're looking for, we suggest you:

- Contact us on [danielle.r@watershed.co.uk](mailto:danielle.r@watershed.co.uk) if written applications or recordings are not your thing. Please don't be afraid to do this, we are really happy to discuss alternatives that would work better for you.
- Refer carefully to the 'What experience and skills do you need to be considered for this opportunity?' section above and give us examples of where you have demonstrated or gained these skills and experiences.
- Be as concise as possible.
- Ask us questions on the email above if you need to.

### Assessment criteria

When we assess applications our panel will use this criteria:

- Does the person applying demonstrate that they have the skills and experience required for this role? (application & interview stage)?
- Will this opportunity make a difference to the professional development of the person applying? (interview stage)

### The selection process and timeframe

We will contact you by no later than Friday 4<sup>th</sup> March to let you know if you've been shortlisted. Prior to this, we will contact all eligible candidates to arrange a 20-minute (as informal as possible) online chat to take place during w/c 28 February before we shortlist candidates for formal interviews.

In order to establish 'eligibility', when reviewing your application, we will ask two key questions:

- Could this person feasibly have the practical skills to carry out this role?
- Does this person have a reasonable understanding of the subject matter for this role? (incl community / climate activism, creative tech / immersive film)

If you are invited for an interview, these will happen during the w/c 7<sup>th</sup> March. All interview candidates will be provided with interview questions in advance. Interviews will be conducted online.

In exceptional circumstances, if we need to change the above timeframe, for example due to staff illness or volume of eligible candidates, we will notify all candidates of the new dates.

## All dates at a glance

Application	<ul style="list-style-type: none"><li>• 21 Feb 5pm – application deadline</li></ul>
Selection process / interviews	<ul style="list-style-type: none"><li>• w/c 28 Feb – 20-minute informal online conversations with eligible candidates</li><li>• 4 Mar – shortlisted candidates invited to interview</li><li>• w/c 7 Mar – online interviews with shortlisted candidates</li><li>• w/c 14 Mar – interview candidates notified of decision (e.g if successful / unsuccessful)</li></ul>
Delivery of the role	<ul style="list-style-type: none"><li>• w/c 28 Mar – Role starts (date negotiable)</li><li>• w/c 25 Jul – Role ends (date negotiable)</li> <li>• Mar-Jul – 8 flexible days' work</li><li>• Jun/Jul – delivery of blog / vlog to share learning</li></ul>
Personal development	<ul style="list-style-type: none"><li>• Mar-Jul – 10 x professional development sessions (optional)</li><li>• Mar-Aug – 6 x networking events (optional)</li><li>• Mar-Aug – window for self-directed personal development activity (with £500 budget to support)</li></ul>