

RECRUITMENT PACK

FREELANCE AUDIENCE CONNECTOR

AUGUST 2023



 LIFT

LONDON
INTERNATIONAL
FESTIVAL OF
THEATRE

ABOUT LIFT

LIFT, London's international festival of theatre, takes place every two years. At LIFT we understand that difference makes us stronger, so we work to share diverse and international perspectives. We bring artists and audiences together for necessary conversations and essential cultural experiences.

The theatre we offer is compelling, meaningful, provocative, excellent, topical, and unlike anything you will find elsewhere. We take risks, introduce new artistic forms and ideas, and offer new ways of experiencing art.

Every two years, LIFT presents a festival full of daring and relevant culture, international voices, and unforgettable theatre.

In 2023, LIFT launches LIFT the City, a multi-year placemaking and presentation project connecting city workers with opportunities around international theatre and wellness, and bringing audiences to discover LIFT projects in the Square Mile.

LIFT is the essential link between leading international artists, London, and the UK. We create communities around ideas and projects, and we connect leading artists to locals, at home and abroad. Together, we make incredible art happen.



FREELANCE AUDIENCE CONNECTOR

Job title:	2 x Freelance Audience Connectors
Contract:	25 days of work at £160 per day, between 2 October 2023 and 31 July 2024
Fee:	£4,000
Working Days:	To be agreed with Head of Communications and Audiences based on the work plan set out in the brief below
Location:	LIFT's office is in Toynbee Studios, East London. You can choose to work remotely, from the office, or a combination of both. We expect you to be London-based/ London familiar as this role requires regular connection with local London audiences, and your presence at festival performances in London during June 2024.
Responsible to:	Head of Communications and Audiences
Working Relationships:	Box Office Manager, Marketing & Communications Assistant, Audience Survey Coordinator
Closing date:	Friday 22 September
Interview dates	w/c 2 October
Start date:	As soon as available
Contract dates:	October 2023 – 31 July 2024
Key dates:	LIFT 2024 will go on-sale on in March 2024 LIFT 2024 will take place from 6 – 27 June. Audience Connectors must be available during the full run of the festival

ABOUT THE ROLE

We are looking for two Audience Connectors to work on audience development for LIFT 2024.

- One appointee will engage Latinx communities across London to attend Latinx productions and community projects programmed for LIFT 2024.
- One appointee will work to engage local communities living in residential housing within the Square Mile. This work is linked to LIFT's 2-year placemaking programme with the City of London Corporation. 'LIFT the City' will include productions that will take place in the public realm and indoor venues during our 2024 festival.



THE BRIEF

There are four phases to this project, broken down as follows:

Phase 1: RESEARCH approx. 6 days research, October - November

During the research phase you will

- Meet with LIFT CEO/Artistic Director to get to know the festival programme.
- Meet with LIFT Head of Communications and Audiences for induction and project planning.
- Conduct primary research which may include surveys or focus groups that help discover barriers and enablers for our intended audience group, as well as to identify organisations and groups that we want to reach out to.
- Insights gathered will inform how the next phase is carried out. For example, we might get insights that shape which incentives we want to offer audiences to attend performances, (such as free or discounted tickets) and the language we use to communicate about our shows.
- This research will also inform a contact list for invitations to attend the festival.

Phase 2: OUTREACH approx. 10 days relationship building, focus groups and outreach, November – December 2023 and March 2024

During the outreach phase you will have the opportunity to bring you expertise and knowledge about hyper-local community relationship building. Reaching out to community gate holders identified during the research phase, known cultural champions and your wider network, you will bring people interested in cultural events together.

You will also recruit focus group participants for two sessions:

- Focus group 1 – understanding the enablers that will help our target audience access festival events.
- Focus group 2 – Feedback on festival design and initial marketing materials.

Phase 3: FESTIVAL approx. 6 days attending shows, hosting guests, pre/post-show gatherings, June 2024

During the festival you will have the opportunity to bring visiting groups to the festival, occasionally organising pre/post-show gatherings. Gathering feedback will be vital part of this period.

Phase 4: EVALUATION approx. 3 days for evaluation, July 2024

An Audience Survey Coordinator will join the LIFT team in January 2024 as part of our pop-up festival team – you will work closely with them to design and facilitate evaluation by the audiences you have been working with. This work will inform future audience development projects, as well build lasting relationships with audiences that we are not currently reaching.

As part of this phase the Audience Connectors will -

1. Compile a summary report that outlines what you did, its impact or challenges and any audience development recommendations for the future.
2. Encourage the audiences you've engaged with during the project to stay in touch with LIFT by signing up to the newsletter, following us on social media, and/or joining our mailing list for £5 tickets if appropriate.
3. Gather feedback (via surveys, interviews or another appropriate method) from community members/organisations who were engaged during the project. Analysis of these results will form part of the report created by the Audience Survey Coordinator.

Resources

- LIFT will offer 10% of all tickets to festival shows at £5 to audiences who experience barriers accessing arts and culture. These tickets will be available for Audience Connectors to distribute as appropriate. We will also work with partners to distribute these £5 tickets.
- Audience Connectors will be able to request specific marketing materials they need to reach their audiences, such as flyers or posters, or digital posters that can be circulated via WhatsApp.



LIFT 2022, The Making of Puirocchio
Cade & McAskill
Photographer: Christa Holka

PERSON SPECIFICATION

ESSENTIAL SKILLS

We are looking for people who:

- Are brilliant communicators, both in person and via email.
- Have strong contacts and networks within the target community, as well as being confident to branch out and develop new relationships.
- Enjoy working collaboratively.
- Are passionate about diversifying audiences.
- Are organised and able to keep detailed records.
- Are motivated by LIFT's mission and body of work.

DESIRABLE

- Experience working with and motivating groups and individuals.
- Experience of evaluation and data analysis.
- Emotional intelligence and the ability to self-reflect



LIFT 2022, Sun & Sea
Rugile Batzūnikaitė, Vaiva Grainytė and Lina Lapelytė
Photographer: Ellie Kurtz

CONTRACT TERMS

FEE

£4,000

BASE

LIFT's office at [Toynbee Studios, London](#). The building and the office are both wheelchair-accessible. The postholder can work a mixture of remote and in-office working.

It is expected the post-holders will use their own laptops. LIFT has hot-desk computers available in the office.

HOW TO APPLY

To apply for the post, please apply here: <https://www.liftfestival.com/job-application-form/>

Please submit a CV and a cover letter, or a CV and video (under 3 minutes duration) explaining how you fulfil the person specification, what draws you LIFT and why you want to take on this role.

Timeline Reminders

Application deadline: Friday 22 September

Interviews: w/c 2 October via Zoom

Anticipated start date: As soon as candidate is available

If you would like further information, support with access requirements or an informal, confidential chat about the post please contact General Manager Tom Brocklehurst by email at recruitment@liftfestival.com.

LIFT is committed to being a truly inclusive organisation - from our Trustees and team members to our audience and participants. We treat all job applications equally, regardless of race, age, disability, gender identity or gender expression, race, ethnicity, religion or belief, sex, sexual orientation, or any other equality characteristic. We particularly encourage applications from groups who are underrepresented in the cultural sector including working class people, disabled people, and people from ethnically diverse backgrounds.

Our organisation has a flexible and adaptive environment that allows our small, dedicated team to flourish. We are open to discussing the possibility of reduced hours, remote working, flexible start and finish times, or compressed hours. We will explore this with candidates at interview stage.



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The Second Woman
Nat Randall & Anna Breckon
Photographer: Helen Murray