

Audience Engagement Officer Job Pack





Fish Heart
Foundation

LOVE

BELONGING

DON'T BE AFRAID TO ASK FOR HELP
770 071 0711

ABOUT IDEAS TEST

Ideas Test is an arts organisation based in Medway and working across Swale and Medway. Our mission is to empower communities to live more creative lives.

We aim to:

- Increase arts participation by supporting more people to get involved in arts and creativity as amateurs or professionals; consumers and creators
- Strengthen community leadership by supporting local people and communities to take the lead in creating sustainable projects
- Develop the professional and amateur arts community by helping to create networks, learning opportunities and supporting innovation and collaboration

To achieve that we will:

- Work with and create links between individuals and organisations from the arts sector and elsewhere across the professional, amateur and voluntary sectors
- Listen and respond to what we learn and take advantage of new opportunities
- Aspire to support the creation of the highest quality art and creative experiences

Ideas Test is an action research project and we are one of Arts Council England's 46 Creative People and Places programmes.

Ideas Test is committed to access, equality and social inclusion. We are an equal opportunities employer and welcome applications from all suitably qualified persons regardless of their race, sex, disability, religion/belief, sexual orientation or age.

To find out more about Ideas Test, visit our website www.ideastest.co.uk



ABOUT THE ROLE

As Audience Engagement Officer, your role will be to liaise, communicate and deepen relationships with our local communities. You will also carry out the necessary research and monitoring to reach our target audiences. You will work closely with the whole team, as we deliver a compelling, inclusive cultural programme for and with the people of Medway and Swale. We are seeking someone who shares our commitment to socially engaged practice and co-creation. Our work spans multiple art forms and ranges from small, intensive programmes to large-scale public works. We want to create authentic, impactful work with communities over the long term, experimenting and learning as we go.

Key responsibilities:

- Working with Ideas Test's Senior Producers to engage people in our neighbourhood programmes.
- Attend Ideas Test's events: providing practical support to ensure a quality event, carrying out surveys and encouraging people to join the mailing list.
- Develop and maintain good relationships with community advocates and partners
- In collaboration with the Operations Manager and external evaluator, ensure that audience capture data and evaluation materials are collected and input.
- Maintain a social media presence with active engagement across a range of platforms.
- Ensure information about Ideas Test's events is updated on the website, newsletters, and listed widely online.
- Attend professional development training and other relevant opportunities
- Attend regular team meetings and contribute to the development and implementation of Ideas Test's programme.
- Along with the rest of the team, help to develop, test, pilot and share learning across the programme partners and CPP peer learning networks and community networks (evaluation, audience data, models, case studies, toolkits and strategic documents)
- Be an enthusiastic advocate for the organisation and its work.

PERSON SPECIFICATION

Essential:

- Excellent interpersonal skills
- The ability to communicate well across a variety of mediums
- The ability to work independently and with team members and partners
- Ability to work effectively under pressure, to multiple deadlines.
- Enthusiasm and commitment to inclusive and socially engaged arts practice
- Experience of using e-marketing / social media channels
- Experience of managing and submitting online and offline event listings
- A high level of accuracy and attention to detail
- IT and digital skills
- Experience of working in similar or related environments
- Willingness to learn new skills and accept training
- Prepared to work occasional unsociable hours (evening & weekend).
- Ability to travel across Medway and Swale.

Desirable:

- Knowledge of analytic and insight tools to develop reach and engagement across digital platforms
- WordPress or similar content management systems to create, edit and maintain webpages
- Knowledge of Mailchimp, Canva, Adobe
- Knowledge and experience of CRM systems and databases
- Practical knowledge of data protection legislation
- Awareness of social inclusion strategies and issues.



KEY INFORMATION

Location:

Ideas Test office at 5a New Road Avenue, Chatham, Kent, ME4 6BB, with regular travel to events/meetings at other locations. Hybrid working with a minimum of 2 days per week in the office.

Management

You will report to the Operations Manager.

Contract period:

This role is full-time.

Salary:

Salary £28,000

Holidays:

25 days holiday per year plus bank holidays.

Working Hours:

This is a full-time role, 5 days per week (37.5 hours) excluding breaks, and due to the nature of this programme, some weekend and evening work will be required.

Pension Scheme:

The People's Pension

GENERAL INFORMATION

Due to the nature of the role, Ideas Test will need to submit an application for an Enhanced DBS check for the successful candidate. We are committed to equality of opportunity for all applicants and aim to select individuals to join our workforce based on their individual skills, abilities, experience, knowledge and, where appropriate, qualifications and training. We will therefore consider ex-offenders to join our workforce based on their individual merits, but any disclosures on an individual's DBS check will need to be risk assessed. For more information on this process, please refer to our [Recruitment of Ex-offenders Policy](#).

HOW TO APPLY

Deadline for applications is 5pm, Monday 18th May 2026

Interviews will be held w/c 1st June (likely Monday 1st June 2026)

Please send a CV, a completed [Equal Opportunities Monitoring Form](#) and a brief covering letter (no more than two pages of A4) setting out why you're the best person for the position and what you may be able to contribute, for the attention of: Tracy Brunt by email (tracy@ideatest.co.uk) or by post to:
Ideas Test, Room 5, 5a Community Hub, 5a New Road Avenue, Chatham, Kent, ME4 6BB

Thank you for taking the time to read this job description. Should you have any questions about the project or the role, please feel free to contact Tracy by email tracy@ideatest.co.uk.

We look forward to receiving your application.



www.ideastest.org.uk