



## **CAPSULE**

**PLACEMENT DESCRIPTION: Audience Development Assistant**

**SALARY: 4 days per week, £17,095 pro rata**

**CONTRACT: 12 months Fixed Term Contract**

*This post is offered as part of the Weston Jerwood Creative Bursaries Programme, aimed specifically at recent graduates from low-income backgrounds looking to start a career in the arts.*

### **IN ORDER TO BE ELIGIBLE APPLICANTS MUST:**

- Have graduated from a degree (BA or equivalent) within the past two years (i.e. in 2015, 2016 or 2017). No minimum grade required
- Have received a full maintenance grant during the full period of their course and be able to verify it with the necessary paperwork
- Be a full-time UK resident.

Please ensure that you meet ALL these criteria before applying for this position. Full details below

### **BACKGROUND**

Capsule is a producer and champion of experimental music and art. Through our annual Supersonic Festival, large-scale projects like Home of Metal, and commissioning + artist development programme, we craft extraordinary new work for curious audiences.

Supersonic Festival is the UK's premier experimental music festival, bringing together a multidisciplinary programme to create a legendary one-of-a-kind event. It takes place alongside a year-round programme of live events, digital projects, and kids gigs, presenting the highest quality new work in ways you least expect.

From hand crafted wooden structures designed by the award winning Studio Myerscough for the opening of the largest library in Europe, to Swedish songwriter Anna Von Hausswolff performing with a gigantic church organ that dates back to 1834, to an immersive installation with remote control cars with styli attached, which raced across a track constructed from 1000's of disused vinyl records nestled under a giant viaduct. Home of Metal gives the story of Black Sabbath, their fans, and the culture they have inspired the serious space it deserves in our cultural heritage

### **PLACEMENT OUTLINE**

Working as part of our core team the Audience Development Assistant will help to create energy and excitement around our key projects Supersonic Festival, Home of Metal and our year round programme. Ensuring Capsule has good visibility both virtually and also physically across the city and the UK. You will play a crucial part in engaging with and developing new audiences for our work.

<http://www.capsule.org.uk>

### **KEY DATES**

The deadline for applications is: **5PM FRIDAY 15 DEC**

Interviews will take place on: **WEDNESDAY 10 JAN 2018**

Start date: **MONDAY 12 FEB 2018**

## **KEY RESPONSIBILITIES**

- Use a range of print, digital, PR, social media and distribution tools to support the maximisation of audience and ticket income, by increasing attendance and awareness
- Build up a network of individual local press contacts and communicate regularly in order to raise their awareness of Capsule and its activities
- Support the implementation of Capsule's social media programme
- Devise creative ideas and solutions to assist the development of Capsule's audiences – breadth, number and repeat visits
- Take responsibility for implementing some promotional activities and live events to increase and develop audiences
- Take responsibility for implementing logistics for our Marketplace/Workshops and Talks programme during Supersonic Festival
- Collate feedback and audience numbers after events for reporting purposes

And any extension of this specification so as to provide any other such services in pursuit of the overall objective as the Artistic Director of the organisation may from time to time reasonably propose.

## **SKILLS AND EXPERIENCE**

The Audience Development Assistant will develop skills and experience that encompass: -

- A good knowledge and implementation of social media platforms and tools, which can be used to engage and develop audiences. (Blog writing, Instagram, Soundcloud etc)
- Excellent written and verbal communication skills and presentation skills
- Ability to think and plan creatively
- Experience of using Microsoft Word, Excel and the Internet
- An awareness of, and enthusiasm for experimental arts events and festivals
- Experience of desktop publishing software (preferably Photoshop and Indesign), e-newsletter software (mailchimp) and website content management systems
- Excellent time management
- An ability to work both in a team and independently

**PLACE OF WORK:** Capsule, Unit 316, The Custard Factory, Gibb Street, Birmingham, B9 4AA

**PLEASE NOTE:** the role is office-based and not suitable for remote working

Whether you have some or all of the skills above, please apply. Think what transferable life skills and other abilities you have that you can apply to different aspects of this role. Think about what **you** can bring to the **Capsule** team. We look forward to reading your application.

**TO APPLY PLEASE SEND US THE FOLLOWING BY 5PM FRIDAY 15 DEC TO [INFO@CAPSULE.ORG.UK](mailto:INFO@CAPSULE.ORG.UK) WITH 'AUDIENCE DEV ASSISTANT' IN THE TITLE  
INTERVIEWS WILL TAKE PLACE ON THE WEDNESDAY 10 JAN 2018**

- Have filled in a Creative Bursary Survey Code
- 1 page covering letter telling us why you're interested in the placement (no more than 1 side of A4)
- A completed application form
- A completed Capsule Equal Opportunities Monitoring Form

### **WESTON JERWOOD CREATIVE BURSARIES**

Please ensure that you meet these criteria before applying for this position. More details about the criteria can be found in the programme's Eligibility FAQs.

<http://www.jerwoodcharitablefoundation.org/projects/weston-jerwood-creative-bursaries-2017-19/programme-aims-eligibility/>

#### ***Weston Jerwood Creative Bursaries Survey Code:***

All applicants MUST complete a brief and anonymous survey questionnaire to be considered for interview. The results will be held by Jerwood Charitable Foundation and will not be shared with the organisation you have applied to and will not be used in assessing your application.

<https://www.surveymonkey.co.uk/r/JerwoodCharitableFoundationApplicants>

You will be given a code on completion of the survey - please enter this code on your application form.

Please ensure that you include the following information in your application:

1. Student Finance Breakdown letters for each year at university: the breakdown must include a figure for your Maintenance Grant for each year
2. Proof of your year of graduation
3. Weston Jerwood Creative Bursaries Survey Code

You can find full details of this national programme and other opportunities available across the UK here.

<http://www.jerwoodcharitablefoundation.org/projects/weston-jerwood-creative-bursaries-2017-19/>

The **Weston Jerwood Creative Bursaries** programme is designed and managed by Jerwood Charitable Foundation in partnership with the British Council. It has been made possible through the combined support of Arts Council England's Ambition for Excellence Fund, Garfield Weston Foundation, Jerwood Charitable Foundation, CHK Charities Limited and PRS Foundation.

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You will be required to take part in an evaluation which is conducted by the Weston Jerwood Creative Bursaries programme.