



JOB DETAILS

Post title: Consultant

Reporting to: CEO

ABOUT INDIGO

Our purpose is to empower the cultural sector to make meaningful change by better understanding and connecting with audiences.

Indigo is a small but rapidly growing consultancy and insight company. We provide audience insight, research, evaluation and consultancy for individual organisations and the sector as a whole.

We pride ourselves on our commitment to and knowledge of the cultural sector. Most of the team have previously worked in cultural organisations and we are in regular contact with many cultural organisations through conferences and webinars, as well as working with them directly as clients.

Although our registered office is in Birmingham, we have no office and our small team live in different locations across the UK. We meet up regularly in person for team meetings and socials.

Our values are Excellence, Creativity, Openness and Collaboration

OUR WORK

There are three main strands to our work:

Organisation-specific consultancy and research - We work directly with cultural organisations across the UK on a range of projects. These include bespoke audience research, creating audience development and marketing strategies and supporting organisations with the selection of new ticketing or CRM systems.

Indigo-led research - These are products and services which we develop ourselves in response to needs we have identified, and include our [Covid research](#) and the recently launched [Indigo Share](#)

Large-scale sector-wide projects - These projects are usually with a funding body or umbrella organisation as our client, for example our recent work as [Lead Evaluator for the Birmingham 2022 Festival](#)



JOB PURPOSE

Consultant

This post requires an enthusiastic and proactive arts professional who would like to join the Indigo team to help us deliver a wide range of projects, working with individual arts organisations and on our sector-wide programmes.

As a member of our small team, working remotely, you will work closely and collaboratively with the rest of the team to lead projects, ensuring that all projects are delivered to a high standard, that our work is relevant, timely and useful, and that we continue to push boundaries in the sector.

We are looking for someone who knows how the cultural sector works and would like to develop their broad range of skills across audience-driven projects. We think this role would suit you if you're someone who is passionate about seeing the cultural sector thrive. This role requires you to take the overall view of projects and deliver on-the-ground so will suit someone who enjoys both the detail and the big picture. If you can analyse and synthesise complex data and information quickly, maintain project momentum, and interpret, challenge and communicate complex ideas clearly and simply, then this role would suit you.

MAIN DUTIES & RESPONSIBILITIES

There are four key areas of responsibility for this role:

1. **Project Management and Delivery**
2. **Research and Systems analysis**
3. **Insight and communications**
4. **Business Development**

Project Management and Delivery

- **Leading projects and project work streams** - Leading projects and project workstreams; managing the project team, which may include external suppliers; confidently communicating with multiple project stakeholders and independently delivering outputs.
- **Collaborative working with project team** - Leading project meetings, putting together presentations and writing reports; generating creative ideas and solutions for research, audience strategies, branding and communications.
- **Project Delivery** - Managing project timescales, ensuring deadlines are met, building strong client relationships to ensure the project retains momentum.

Research and Systems Analysis

- **Desk research** - Undertaking desk research to answer key questions within



projects

- **Data analysis** - Analysing quantitative data, including survey data, box office sales or audience data, making comparisons with benchmarks and between sub-groups.
- **Visualisation** - Creating graphs and charts in Excel or PowerPoint to interpret data and communicate findings; developing and creating innovative ways of visualising research data using Miro, PowerBI or other tools (training is available).
- **Systems Scoping and Analysis** - understanding data flows and use of systems in client organisations; scoping suitable tools and recommending data infrastructure.

Insight and communications

- **Crafting the narrative** - Synthesising findings into a strong and clear narrative for clients to help answer their questions. Providing context and implications of research results; putting together presentations or reports which explain the results of any research.
- **Presenting results** - Presenting and reporting results to clients.

Business Development

- **Indigo systems** - Ensuring projects run smoothly by helping us to develop a range of systems and software to support effective delivery of our projects, including using our CRM, project management, website and email marketing systems.
- **Indigo product development** - Managing aspects of Indigo Share programmes and future Indigo products by devising new ways of delivering value to clients, managing client relationships and providing efficient administration of our offer.
- **Business administration** - As part of our small team, support the development and growth of Indigo, capitalising on your strengths and interests.

Review arrangements

This job information cannot be all encompassing. It is inevitable over time that the emphasis of the job will change without changing the general character of the job or the level of duties and responsibilities entailed. This information may be periodically reviewed, revised and updated in consultation with the post holder to reflect appropriate changes.

SKILLS, EXPERIENCE AND QUALIFICATIONS

We're looking for someone who can be a great fit in our growing team. We think this person is likely to have the following skills and experience:

Essential

- Ability to work at pace on varied and complex projects, processing lots of information quickly.
- Strong project management and project leadership skills.
- Ability to manage and empower staff members, and work well as part of a small



team

- Ability to understand and analyse numerical/quantitative data.
- Excellent organisational skills and attention to detail.
- Exemplary written and verbal communication skills with the ability to listen well and build great relationships internally and externally.
- An ability to 'tell the story' with data, interpreting results to help turn insight into action.
- A confident and proficient user of standard IT software, including Microsoft Excel and PowerPoint, to analyse, interpret and present data and complex information.
- Confidence in learning new systems and software quickly.
- Self-motivated and comfortable working alone in a remote-working structure.
- Experience of working in a cultural organisation or sector support organisation.
- A good understanding of the cultural sector and the challenges currently facing organisations within it.

Desirable

- Experience of using ticketing systems such as Spektrix, Tessitura or Ticketsolve.
- Experience of line management.
- Experience working within an agency or freelance context.

JOB TERMS

Salary: circa £33,000 pay + company bonus*

Hours: 37.5 hours per week

We think ideally this would be a full-time role but we would be very happy to have a conversation about flexible working patterns

Location: Remote working within the UK, although you would be required to travel to monthly team meetings in Birmingham as well as occasional in-person client meetings (travel expenses would be covered).

Training opportunities: We will provide training on all our internal systems, and work with you to assess any additional training needs which are specific to this job role. As an employee of Indigo, you will have membership (through our corporate membership) of the Arts Marketing Association, with access to related online training, networking events and resources. We can also provide career support and mentoring and networking opportunities within the sector.

**Indigo will offer eligible employees the opportunity to earn up to an additional 10% of their salary over the company financial year if the company reaches its net profit target. The bonus is paid in a lump sum, annually, after the company accounts have been prepared following the completion of the financial year, which runs 1 April - 31 March.*