

## **DIVERSITY AND INCLUSION AUDIENCE DEVELOPMENT CONSULTANT – FREELANCE**

**Contract:** 40 days between March– July 2019, flexible working based on 2 days per week with possible extension

**Fee:** £8,000

**Employer:** Tyneside Cinema on behalf of Film Hub North

**Location of post:** Applicant must be based in the North of England. This contract is home-based with extensive travel across the region, including to the three main Film Hub North locations: HOME Manchester, Showroom Cinema, Sheffield and Tyneside Cinema, Newcastle. Travel and subsistence will be paid in addition to the advertised contracted fee.

**Closing date:** 4 March 2019

**Interview date:** 8 March 2019 in Manchester

We are an equal opportunity employer and value diversity in our organisation. We do not discriminate on the basis of race, religion, national origin, gender, sexual orientation, age, marital status, income or disability status. We actively encourage applications from anyone who identifies as coming from a marginalised background, and for this role particularly someone with lived experience as black, asian or minority ethnic.

### **CONTEXT OF THE ROLE**

Film Hub North is committed to building a broad film culture that recognises and values difference and champions inclusion, ensuring that the entire breadth of the region's communities are able to enjoy a wide range of film.

We work to tackle areas of under-representation in the exhibition industry: be that among audiences, on our screens or in the workforce. To this end, we provide organisational and project funding, training and best practice advice to the film exhibition sector across the North of England.

We aim to develop long-term strategies to grow diversity in our audiences, with a particular focus on black, asian, minority ethnic and refugee (BAMER), disabled, LGBTQ+ and lower-income groups.

## OVERVIEW OF THE ROLE

Film Hub North is looking for a highly organised and motivated freelancer to work alongside our team, Advisory Group and key partners to support our aim of growing BAMER audiences for independent film in our region, with recognition of and support for intersectional identities.

You will audit audience-facing activity in order to build a network of BAMER partners in the cultural sector.

Utilising cultural sector experience and a strong knowledge of audience development, you will research and develop a brief for a community-led film project that aims to increase BAMER audiences for independent, British and international film.

You will provide in-depth advice and expertise on the issue of diversity in order to challenge current practice; supporting Film Hub North to embed relevant principles in order to build inclusive opportunities of engagement for BAMER audiences across the whole Film Hub North programme.

## DUTIES AND RESPONSIBILITIES

- To audit current Film Hub North projects, assessing gaps in provision and opportunities to reach BAMER audiences.
- Researching BAMER audience-facing activity and community ambassador programmes from across the cultural sector seeking to develop areas of best practice.
- Carrying out research and building partnerships (including with Hub Members, local authorities and community groups) to develop a pilot project of film activity in the North in order to grow BAMER audiences.
- Working with the Film Hub North team to develop a timeline to commence the audience-facing pilot, including considering marketing and budgetary needs to ensure legacy for the project.
- To act as an ambassador on behalf of Film Hub North, providing advice and expertise to Hub Members wishing to grow BAMER audiences.
- Working with participating venues on gathering information and preparing appropriate reports for the BFI Film Audience Network and other funders as required.
- To be familiar and comply with all relevant health and safety, operational, personnel, customer care, equal opportunities, data protection and financial procedures, in particular ensuring that all statutory obligations are complied with.

- To undertake any other duties that may be required by the Film Hub North Strategic Manager relating to this field of work.

## **SPECIAL CONDITIONS**

The post holder may be required to work evenings and weekends and at events. As noted above, this role is home-based with extensive travel across the region, including to the three main Film Hub North locations: HOME Manchester, Showroom Cinema, Sheffield and Tyneside Cinema, Newcastle.

## **PERSON SPECIFICATION**

### **ESSENTIAL**

- Demonstrable experience of supporting diversity within the cultural sector, with a focus on BAMER and under-represented groups
- Experience of undertaking research projects and delivering recommendations that meet organisational needs
- Experience of report writing, demonstrating a clear communication style and the ability to digest, interpret and share data
- Excellent and demonstrable project management skills and the ability to hit the ground running
- Experience of coordinating and delivering projects within the cultural sector
- Self-motivation with the ability to work alone and take initiative
- Ability to work collaboratively and build positive working relationships with partners
- Passion for building equality of representation in the film industry, ensuring a fully inclusive cinema experience for all.

### **DESIRABLE**

- In-depth knowledge of the film exhibition sector, including the current challenges and opportunities facing it
- Demonstrable experience of coordinating audience-facing projects that meet specific objectives to widen representation
- Experience of public funds and fundraising
- Experience of outreach/community-focused projects in the cultural sector

## **APPLYING**

If you would like to discuss the role before applying or have any questions, please email [roisin@filmhubnorth.org.uk](mailto:roisin@filmhubnorth.org.uk).

If you would like to apply, please email your cv and a letter of application outlining why you are interested in this opportunity and how you feel you would fulfil this role to: [roisin@filmhubnorth.org.uk](mailto:roisin@filmhubnorth.org.uk).

## **BACKGROUND**

### **THE BRITISH FILM INSTITUTE**

In *BFI 2022*, the BFI set out a commitment to giving everyone, everywhere in the UK, the opportunity to enjoy and learn from the richest and most diverse range of great British and international filmmaking, past, present and future. The BFI Film Audience Network is central to this commitment and is underpinned by the BFI's desire to boost diversity and inclusivity - to build a broad film culture across the UK which recognises and values the quality of difference and seeks to rebalance under-representation on screen, in the workforce and among audiences.

### **THE BFI FILM AUDIENCE NETWORK**

Supported by National Lottery funding, the BFI Film Audience Network is central to the BFI's aim to ensure the greatest choice of film is available for everyone. Established in 2012 to build wider and more diverse UK cinema audiences for British and international film, the BFI Film Audience Network is a unique, UK-wide collaboration made up of eight Hubs managed by leading film organisations and venues strategically placed around the country. The BFI Film Audience Network also supports talent development with BFI NETWORK Talent Executives in each of the English Hubs, with a mission to discover and support talented writers, directors and producers at the start of their careers.

### **FILM HUB NORTH**

Film Hub North is a network of organisations committed to fostering a vibrant, flourishing film culture in the North of England. Led in partnership by HOME Manchester, Showroom Cinema, Sheffield and Tyneside Cinema, Newcastle upon Tyne, Film Hub North supports and represents a wide-ranging group of exhibitors and filmmakers throughout the region.

Working across Cheshire, County Durham, Cumbria, Greater Manchester, Lancashire, Merseyside, Northumberland, North Lincolnshire, Tyne & Wear and Yorkshire, Film Hub North distributes National Lottery funds on behalf of the BFI Film Audience Network and BFI NETWORK. Film Hub North provides funding and training that helps exhibitors expand their reach, develops local filmmaking talent and, ultimately, ensures that audiences in the North have access to a rich variety of cinema.