

Programme and Audience Insights Coordinator

Role Profile

Service: Strategy & Resources Directorate - Customer Service, Libraries and Culture Service
Band: Band 3
Reporting to: Programme Producer
Responsible for: No direct reports



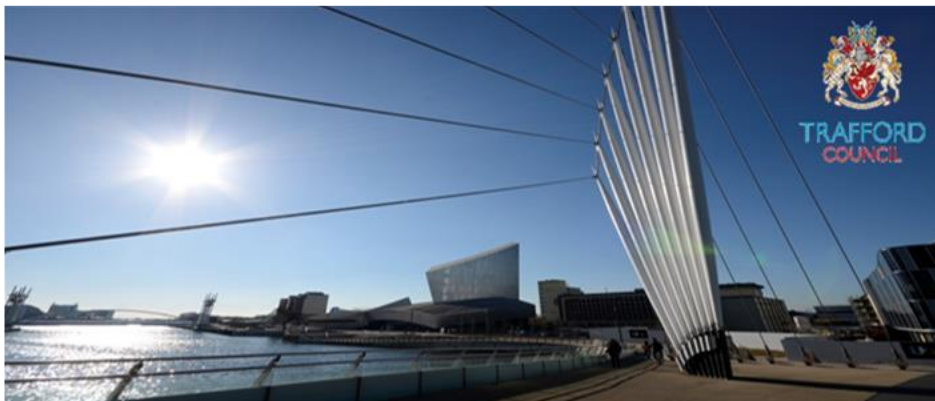
About Us

Trafford is a great place to live, work, learn and visit. From its leafy suburbs, to its more urban areas, the borough takes pride in its strong, diverse communities, its cultural and sporting heritage and its position at the heart of the region's economic powerhouse.

Trafford Council and its partners in the public, private and third sectors have a Vision which sees us working together to close inequality gaps and maximise Trafford's huge potential.

Our vision: Trafford – where all our residents, businesses and communities thrive

At the heart of our vision is a common cause – we want to make Trafford a better borough. We want to make it a place where everyone has a chance to succeed and where everybody has a voice. Through our new vision, we are making a commitment to work together across different services and agencies to make the best use of our resources.



Our Culture

Trafford Council employs around 2300 non-school members of staff and as one of the biggest employers in the borough, we work hard to make Trafford Council an employer of choice. We care what you think and believe you are more than just a job role. We have a great benefits' package and a real focus on your health and wellbeing, as well as, extensive learning, succession and development opportunities.

For us, it's not just about *what* we achieve as an organisation, but *how* we do it. Therefore, all employees are expected to display our **EPIC** values.

At Trafford Council we are EPIC

We EMPOWER – We inspire and trust our people to deliver the best outcomes for our customers, communities and colleagues.

We are PEOPLE CENTRED – We value all people, within and external to the organisation and give those around us respect. We will act with honesty and integrity in all that we do, and create an environment that enables everyone we work with to thrive and succeed.

We are INCLUSIVE – We are committed to creating an environment that values and respects the diversity and richness differences bring.

We COLLABORATE – We build relationships, collaborate; treat people as equal partners and work together to make things happen.

About the Role

This Role Profile outlines the key tasks you will be expected to perform to give you an understanding of a typical day and the key activities that you will be expected to deliver or contribute to the delivery of.

The 'About You' section explores what qualifications, experience, skills and knowledge you will need for the role.

We are a values-based organisation and you will need to reflect our values, as well as the requirements in 'About You' in your application.

Overview

Waterside is an award-winning, vibrant destination for performance, culture and events in the heart of Sale in Trafford, Greater Manchester. Opening in 2004, the venue and has built a strong reputation for delivering high quality and engaging work, ranging from family theatre, interactive arts activity, performance, live music and regular comedy as well as high profile visual arts exhibitions.

With an important role to play in the local community, the venue welcomes over 100,000 visitors per year, whilst delivering three annual festivals attracting over 20,000 visitors and engages with residents through the established participation programme. More information about our venue and our work can be found at <https://watersidearts.org/>.

The Programme and Data Insights Coordinator sits within the Waterside Programme team and plays a critical role in supporting the development and delivery of an ambitious, high-quality artistic programme. The role supports the sustainability, profile and impact of the venue by underpinning the work by the creative team and using analysis to enhance audience reach and contributes to the cultural life of Trafford and the wider region.

Your Main Priorities

- Providing an effective and efficient administrative and financial support to the Programme Producer and Venue Manager across Waterside and Creative Industries Trafford.
- Supporting the coordination and delivery of artistic programmes across performance, visual arts, participatory activity and festivals.
- Collecting, maintaining and analysing programme and audience data to support reporting, evaluation and informed decision making.
- Working collaboratively with colleagues, partners and stakeholders to ensure alignment between artistic delivery, audience insight and business operations.

Key Duties

- Providing comprehensive administrative support to the programming and management teams, including:
 - Maintaining and improving administrative systems and processes that support programme delivery and organisational efficiency.
 - Managing documentation, correspondence and information flow relating to programming, partnerships and venue activity.
 - Attending meetings as required and producing clear and accurate minutes, actions and decisions for circulation.
 - Supporting the Programme Producer and Venue Manager with internal and external communications, diary management and preparation of reports and briefing documents.
- Supporting the coordination of artistic programmes by:
 - Assisting with the scheduling and administration of events, performances, exhibitions and participatory activity
 - Managing contractual, licensing and logistical paperwork in collaboration with producing, technical and operations teams.
 - Acting as an administrative point of contact between artists, visiting companies, community partners and internal teams.
- Leading on programme and audience data management, including:
 - Collecting, maintaining and analysing data relating to audiences, participation, attendance, access and engagement.
 - Preparing reports, dashboards and insights that inform programming decisions, audience development and business planning, using tools such as YesPlan, Spektrix and Power BI.
 - Supporting evaluation and reporting requirements for funders, stakeholders and internal review.
 - Ensuring data accuracy and compliance with organisational policies and data protection requirements.
 - Regular reporting on customer feedback and analysis to ensure we remain audience-led in our approach.
- Providing financial administrative support, including:
 - Supporting budget monitoring and financial processes in collaboration with the Programme Producer, Venue Manager and central finance team.
 - Processing purchase orders, invoices, petty cash reconciliation and financial records linked to programming and venue activity.
 - Supporting finance and audit processes through accurate record keeping and reporting.
 - Processing ticketing settlements and financial reconciliation for visiting companies and community organisations.
 - Ensuring all financial activity aligns with organisational policies, professional standards and relevant legislation.
- Supporting live activity and venue operations where required, including:
 - Assisting with building opening and event delivery during performances and events.
 - Supporting sales activity and front of house operations during busy periods.
- Undertaking any other duties appropriate to the grade of the post that support the effective delivery of the organisation's objectives.

About You

Qualifications and Professional Development

- GCSEs Grades A* to C (grades 9 to 4) in Maths and English
- Some formal training in a related field equivalent to minimum NVQ Level 2/3
- Evidence of and commitment to continuing personal and professional development

Experience and Knowledge

- Proven experience in administrative, financial and/or business support roles, preferably within an arts or cultural setting
- Proficiency in using Microsoft 365 and associated digital tools
- Some understanding of sector specific digital tools, such as Spektrix (or ticketing systems) and YesPlan (or event management systems).
- Knowledge of or interest in working within an arts and cultural environment and understanding of the role they play in health, wellbeing and the local economy

Skills and abilities

- Strong organisational skills with a keen eye for detail with the ability to deliver to competing deadlines within appropriate timescales
- Excellent communication and interpersonal skills with the ability to communicate effectively with all customers, including written, verbal and electronic formats
- Ability to prioritise workload and be effective in time management, capable of working on own initiative but also as part of a team
- Ability to efficiently and effectively service meetings, including accurate minute taking
- Ability to work flexibly, respond to change and solve problems in a complex cultural environment

Special Conditions

- Willing and able to travel to sites within the Trafford Borough if required
- Unsocial hours/weekend work may be required

Date prepared/revised	15.7.26 (new)
Prepared/revised by	Darren Adams / Jemma Baines
Job Evaluation	15.7.26

Health and Safety

To operate safely within the workplace with regard to the Council's health and safety policies, procedures and safe working practices. To be responsible for your own Health and Safety and that of other employees.

Equalities & Diversity

To work within the Council's Equalities and Diversity Policy, embracing through personal example, open commitment and clear action that diversity is positively valued, resulting in access for all by ensuring fair treatment in employment, service delivery and external communications.

Customer Care

To continually review, develop and improve systems, processes and services in support of the Council's pursuit of excellence in service delivery.
To recognise the value of its people as a resource.

Training and Development

To identify training and development needs with your manager, taking an active part in your Personal Development and Review Plan. To access development opportunities as they arise and share learning with others and where appropriate, actively encourage a learning environment and development within others.

Policy

To work at all times within the established policies and practices of the Council, within the framework established by the Council Constitution and associated guidance.

Information Governance

Confidentiality is of prime importance. In the normal course of duties, the post holder will have access to personal and or sensitive information relating to service users, staff and contractors, as well as information of a commercially sensitive nature. Such information should not be communicated to anyone outside or inside the Council unless done in the normal course of carrying out the duties of the post. Disciplinary action will be considered where a breach of confidence and or data breach has been established.

All information obtained or held during the post-holders period of employment that relates to the business of the Council and its service users and employees will remain the property of the Council. Information may be subject to disclosure under relevant legislation.

To ensure information is shared safely and complies with information governance standards and associated legislation.