



Responsible of the audiences' development

Its role is to develop quantitatively the audience of the venue. He has a promotion role and develop new types of partnerships in order to have a numerous and diverse audience.

Activities

- Responsible of the definition and the set-up of the audiences' development policy (know the audiences, analyse their expectation, develop new types of audiences)
- Set up projects to promote the venue and popular music environment
- Set up partnerships with non-cultural sector (SME's, schools, hospitals...)
- Develop the patronage policy
- Can develop a specific pricing policy
- Is in charge of the reception of the audience

Specific conditions of occupational practice

- Flexible working hours (week end, nights... depending of the events organised in the venue)

Knowledge

- Audiences' sociology
- Methodology and processes in transmitting the knowledge to several types of audiences (young, elderly, disadvantaged groups ...)
- Project management (administration, financial...)
- Good knowledge of the cultural sector and especially popular music
- Uses of survey
- Negotiation ability
- Good knowledge of the institutions, partners (private and public)

Know how

- Identify potential financial partnerships (foundations, patronage, subsidies...)
- Identify new kinds of audiences, develop the partnerships, and set up a specific relation with each type of audiences.
- Develop, implement and promote specific activities for the audiences
- Evaluate the impact of these activities on the audiences, develop survey methodology and tools.

Behavioural competencies

- Analytical skills
- Adaptability
- Creativity and innovation skills
- Team spirit and interpersonal skills
- Pedagogy



Responsible of the educative activities

Its role is to develop some “extra” activities, more focused on community works and general interest. Its abilities are almost similar as the responsible of audience development. However its work is focused on a different type of audience.

Activities

- Responsible of the artistic and cultural educative activities programmation (workshops, meeting with artists, exhibitions...)
- Set up and implement partnerships with non-cultural sector (Hospitals, jails, community centres, Schools...)
- Is in charge of the reception of specific audiences
- Manage the implementation of educative activities projects (administrative, financial, partnerships...)
- Communication about educative activities
- Manage the team (technical, logistical...)
- Evaluate the impact of these activities on the audiences (set up a monitoring methodology and / or tool)

Specific conditions of occupational practice

- Flexible working hours (week end, nights... depending of the events organised in the venue)

Knowledge

- Audiences' sociology
- Methodology and processes in transmitting the knowledge to several types of audiences (young, elderly, disadvantaged groups ...)
- Project management (administration, financial...)
- Good knowledge of the cultural sector and especially popular music
- Good knowledge of the institutions, partners (private and public)
- Good knowledge of local, regional and national policies

Know how

- Identify potential partnerships (schools, hospitals, jails, community centres...)
- Develop special relations with each type of audiences
- Develop, implement and promote specific activities for the audiences
- Evaluate the impact of these activities on the audiences, develop survey methodology and tools.

Behavioural competencies

- Adaptability
- Creativity and innovation skills
- Team spirit and interpersonal skills
- Pedagogy



Ambassador

An ambassador is a person -artist, journalist, politic...- with a great media coverage, who lends his / her image to a venue or a cultural project. He or she supports the activities of the venue and promote it.

It is not an occupation, it is on a voluntary basis. This commitment benefits both venue and ambassador.

We identify two types of ambassadors:

- Communication / Promotion
- Lobby / political support

They have similar role, which is to promote the venue, the activities and the popular music sector. However they address to different type of audiences.

The Promotion ambassador address to a wider audience, spectators, amateurs, media... His/ her role is to promote the activities and also to make the audience want to come and attends concerts or cultural events. They also can be part of the Board or an administrator of the venue.

The “lobby” ambassador has a more political role. He / she should have good connections with the political sector. Its role is also to promote the activities of the venue (artistic, community works, educative activities...) towards local, regional or national authorities. The aim is the recognition of popular music venues as part of the “cultural” sector on the same level as operas or theatres; and to promote the social role of live music venues and their benefits for the society.