



CBA Audience and Network Manager Recruitment Pack

Council for
British Archaeology



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The CBA and Archaeology - Are you ready for your next challenge?

The Council for British Archaeology is looking for a dynamic Audience and Network Manager to oversee the development and delivery of our membership offer and reimagine how we connect with our wider audiences.

The CBA is an educational charity that helps people to experience and participate in archaeology. We provide opportunities for people to take part through our network of local groups, our annual Festival of Archaeology and through the Young Archaeologist's Club for children aged 8-16. We speak up to safeguard the future of archaeology and the historic environment and bring together everyone involved in archaeology.

This role forms a key part of the CBA's Reconnecting Archaeology project which is funded by the National Lottery Heritage Fund's Resilient Heritage programme. The project will run over 18 months and has two interconnected strands: building a resilient future for the CBA and for the wider community and grassroots archaeology network; and promoting best practice in engaging new audiences for grassroots community archaeology.

This pack contains the information you need to apply, including:

1. Useful Information

Council for British Archaeology Diversity Policy, shortlisting and pre-employment checks and UK Identification requirements

2. About the CBA

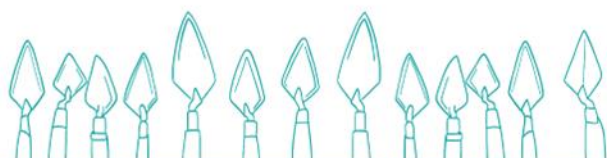
Information about the Council for British Archaeology, including our vision, mission, and organisational values.

3. Description of the Role and Person Specification

Key responsibilities and the criteria that potential candidates should aim to meet.

4. How to Apply

Details on how to apply plus the closing date and interview date.



1. Useful Information

Diversity Policy Statement

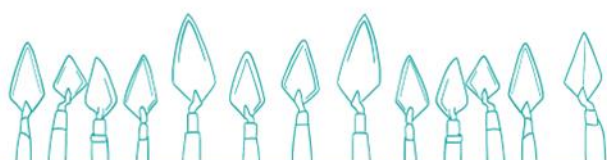
The Council for British Archaeology (CBA) is committed to the belief that archaeology should be accessible to everyone, and that anyone should be able to pursue this interest actively, free from any physical, psychological, economic, social, or cultural deterrents.

Everyone has the right to be treated with consideration and respect. The CBA is committed to achieving a truly inclusive environment for all, by developing better working relationships that release the full potential, creativity and productivity of each individual, and an atmosphere where everyone can learn, work and live free from prejudice, discrimination, harassment and violence. The CBA aims to ensure that all staff, volunteers, partners, clients, contractors, members, and the general public are treated fairly.

The CBA is committed to equal opportunities in employment. It will not discriminate unlawfully or unfairly against people on the grounds of age, disability, gender, gender reassignment, race, religion or belief, sex, sexual orientation, marriage and civil partnership, and pregnancy and maternity. We welcome applications from a wide range of candidates with the right mix of talent, skills and potential, including those with criminal records.

The use of Curriculum Vitae (CV's) and Continuing Professional Development (CPD) logs

Our policy is to recruit and employ our employees based on their suitability for the work to be done. An application form allows us to compare individuals based on like for like information and as such we are not accepting a CV and/or a CPD log on this occasion.



Shortlisting

The CBA is an equal opportunities employer, and we are committed to ensuring all applications are treated fairly. Applications are sought from those eligible to work in the UK.

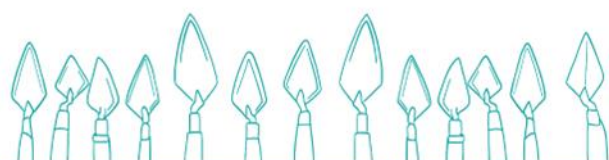
All applications are subject to our shortlisting process where we only assess information provided against the Person Specification. If you are shortlisted, we will contact you and invite you to attend an interview. You will also be advised at this point if there will be any skills test, presentations etc.

If we do not shortlist you, please do not be discouraged from re-applying as your skills and experience may be just what we need for our next vacancy.

Pre-employment Checks

All offers of employment are made subject to the following criteria:

Proof of eligibility to work in the UK, proof of UK residency, two references satisfactory to the CBA and, where required, a criminal record enhanced disclosure and barring check with the appropriate disclosure body.



2. About the CBA

Our vision

To enable anyone to have the skills and opportunity to tell the stories of the people and places that connect us to our world, that help us understand it and to make it a better, more inclusive place.

Our mission

To inspire people to explore places and engage with their environment through archaeology, we will help them make new connections with each other and the places in which they live, work, learn and grow.

To help people explore and create heritage that matters to them, championing fresh perspectives in how we recognise and value things and places - everywhere.

To grow the public value of archaeology by connecting commercial, academic and community groups to demonstrate the social impact of archaeology.

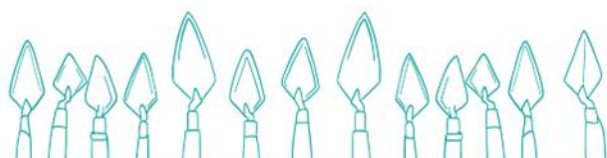
Our values

Our values define how we work and approach championing archaeology, widening public participation, and making it more relevant and accessible to a wide range of people.

The CBA aspires to be:

Inclusive and participatory

- Archaeology is for all – it is everywhere, anyone can participate, it is open to everyone. Our role is to help people to discover and explore stories, connections and new perspectives using archaeology as a tool.
- Archaeology enables us to bring together diverse communities and create inclusive practice.



Curious and enquiring

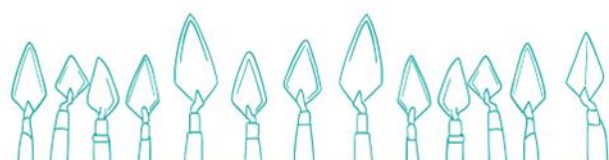
- Archaeology is about curiosity and enquiry – it helps shape the questions we ask about ourselves and our environment - the places we live, work, learn from, and visit.
- Archaeology is an activity that helps generate understanding, knowledge, and cultural value. It helps us think about ourselves, our wider world, and the connections in between.

Collaborative

- Archaeology is best done as a cooperative process – as a conversation between people and groups which leads to different, richer, more dynamic, and sustainable outcome.
- There are many ways to participate in archaeology and we seek to work collaboratively with partner organisations of all sizes nationwide to increase the opportunities for everyone to get involved.

Creative, communicative, and connective

- Archaeology is about thinking creatively: recognising, understanding, creating, and enhancing cultural value.
- Archaeology makes an important societal contribution to education, social and economic resilience, health, and well-being and keeping people connected.
- Understanding, assessing, and communicating the impact and value of archaeology and participation helps us develop new methods for improving access and increasing benefits to communities caring for their environment.



Caring and campaigning

- Archaeology is central to our understanding of the natural and historic environment and how we can care for it, campaign for it, protect and enhance it.

Further details of our work are at www.archaeologyuk.org.

The Board and staff are working to transform the CBA into an inclusive and dynamic organisation, championing archaeology and the public's participation in it. As set out above 'Inclusive and participatory' is one of our five core values. It sets out our important aspiration that everyone, regardless of their background, can participate in archaeology.

To this end, the CBA aim to foster a culture that recognises and values different backgrounds, approaches, skills, experience, knowledge, and expertise. By having greater diversity, we believe that we will be a stronger organisation and ultimately will be able to inspire more people to enjoy archaeology. As a national charity, we have an ability to reach a wide and diverse population of audiences, colleagues and partners through our geography and reach. We therefore welcome applications from those who bring difference.

We are seeking an Audience and Network Manager to help shape and deliver our work and help us deliver on these core values.

If you are interested, come and work with us!



3. Reconnecting Archaeology

Reconnecting Archaeology has two interconnected strands: building a resilient future for the CBA and for the wider community and grassroots archaeology network; and promoting best practice in engaging new audiences for grassroots community archaeology. The project consists of the following activities:

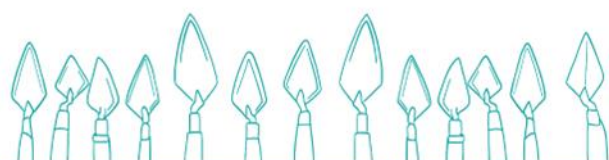
We will commission research from audience engagement specialists. This will update our understanding of the existing audiences for both the CBA and the wider network and identify how to serve them better. It will also identify new audiences, both audiences who are interested in archaeology, but not accessing opportunities for deeper participation, and audiences who do not think archaeology is for them.

The audience research constitutes a key and integral activity in our resilience project and is essential in informing the content and approach taken to most of the pilot projects which will be tailored in response to the findings from the consultation, ensuring that they have been audience-led from the outset.

The audience research will therefore directly inform the other three Resilience Project strands:

- i. Reimagining membership and growing our network
- ii. Catalysts for change: reimagining archaeology through new approaches
- iii. Organisational resilience (most specifically marketing, communications, governance, fundraising, Net Zero and branding)

To strengthen the CBA and the network, we will appoint new members of staff to develop more effective partnerships for audience engagement, build a stronger membership offer and embed the learning from the research network.



We will commission an evaluator to work alongside us throughout the programme as a critical friend, helping us reflect on what we are learning and plan how to build on it and embed it across our network and organisation.

We believe the CBA's networking role is more important than ever, but it needs to be reimagined and reactivated to better reflect society today, the changing demographics of groups and to support our members and groups to address issues such as climate change, representation and sustainability.

Running throughout our project will be a reflective strand looking back over the last 80 years, the changes in archaeology and participation over that period, and how we might use this to help reimagine the networking role of the CBA moving forward. Key to this will be better understanding of our audiences and how we can support deeper and more active participation in archaeology and the work of the CBA.



4. Job Description

Job Title	Audience and Network Manager
Responsible To	Executive Director
Responsible For	Audience and Network Assistant and shared management of Membership and Business Administrator
Supporting	The Audience and Network Manager is a member of the Management Team.
Contract	Full time (35 hours per week). Flexible hours; 17-month contract, with three-month probationary period. The post-holder must have the right to work in the UK.
Salary	£34,000 pa
Holidays	26 days paid holiday, 8 days public holidays per year, in addition the CBA office is closed for two weeks over the Christmas period.
Pension	The CBA offers an additional 10% of gross salary as the employer's contribution to our pension scheme.
Location	Hybrid working is offered for this post in line with CBA Policies. Occasional national travel will also be required.
Safeguarding	The post will not have a direct safeguarding role and therefore is not subject to a Standard Disclosure and Barring Service (DBS) check.



The Role

The Audience and Network Manager is responsible for the effective and efficient day-to-day management of the CBA's membership (individuals, organisations and subscribers) and will project manage our NLHF funded 'Reconnecting Archaeology' project and lead work focusing on understanding our current audiences and re-imagining membership and network growth.

As a member of the Management Team, you will help to deliver and shape the CBA's vision and strategy. It will be your responsibility to ensure we have strong connections with our members enabling us to achieve our mission and values. Your skills in audience development will help us expand our network supporting the long-term sustainability and future growth of the organisation.

The CBA's network is large and wide ranging, including individual and organisational members and subscribers as well as our supporters, volunteers, partners and collaborators. By effectively utilising the data we hold in our CRM and developing new mechanisms for us to share our work and connect with a wider audience you will help us strengthen and grow our connections. Through your expertise in audience and network development the CBA membership offer will be transformed, and you will research and test ideas to create a plan for ongoing membership transformation. Helping us drive forward and deliver this approach will be a key aspect of the role working with the Executive Team, Management Team and staff in a collaborative and supportive manner.

As the project manager for the NHLF funded Reconnecting Archaeology project the Audience and Network manager will be responsible for the delivery, evaluation and reporting of the project, and the management of the relationship with the funder on a day-to-day basis.

The Audience and Network Manager will line manage the Audience and Network Assistant whose role will focus on specific deliverables within the Reconnecting Archaeology project and support the management of the Membership and Business Administrator who



manages CBA membership data. You will also manage consultants undertaking audience engagement research and evaluation work.

The key responsibilities and accountabilities are set out below focussing on two key areas: day-to-day oversight of Membership, and Reconnecting Archaeology focused activity.



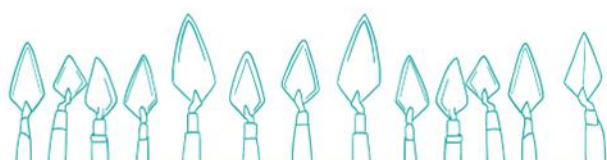
Key Responsibilities and Accountabilities

Membership:

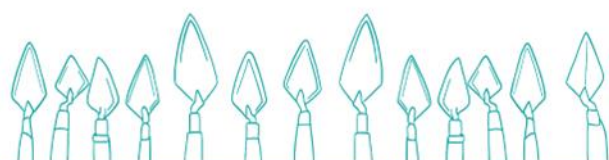
- Ensure the smooth running of day-to-day CBA membership processes.
- You will support the Membership and Business Administrator to ensure data relating to our network including members and subscribers, is appropriately managed and updated within the CRM.
- Oversight of subventions for the network of CBA Groups in England and Wales.
- Liaise with the Comms & Marketing Manager to ensure effective communication with our members and networks through mechanisms including newsletters and the CBA website.
- Ensure membership benefits are delivered, liaising with the Events Team to develop membership activity within the CBA event programme.
- Where necessary work with the Operations Manager to coordinate any relevant training or CRM development relating to the CBA's membership.

Reconnecting Archaeology:

- Project manage the Reconnecting Archaeology project with responsibility for liaison and reporting to the NLHF.
- Support the Audience Engagement Consultant in their audience research work.
- Support the Audience and Network Assistant, who you will line manage, to undertake a comprehensive survey of membership demographics of archaeology groups and societies across the UK this will inform our understanding of the current state of grassroots archaeology, identifying gaps and informing the development of our pilot projects.



- Research the demand, potential content, costs and platform for a digital networking platform for CBA organisational members.
- Support the development and implementation of a new CBA Pass for CBA membership providing discounted entry to archaeology and heritage sites around the UK. This would be developed with the Youth Engagement Team and be based on the existing YAC Pass model.
- Develop and deliver a range of in-person and online pilot projects, where appropriate in collaboration with other CBA staff members. For example:
 - Working with partners to undertake pilot public-facing events and activities, including a cross-sector project involving young people and the arts, a collaboration with the Wellbeing & Heritage Working Group, and a mini 'Out and About' Archaeology festival.
 - Working with four examples of new approaches in archaeology which positively demonstrate equity and community participation ('Catalysts for Change'). These projects include the involvement of new audiences who may face specific barriers, such as low-income, physical and mental disabilities, ethnicity, low levels of confidence, and ill health. The CBA will work with these projects to locate areas of success which can then be disseminated to, and potentially appropriated by, its members. Additional supporting examples of community and grassroots archaeology will be ascertained through desk research and stakeholder interviews.
- Lead the Reimagining Archaeology project evaluation working with consultants to develop and implement.



Person Specification

Experience	Essential	Desirable
A track record of managing membership data in a membership organisation.	✓	
Experience of developing, delivering and maintaining a high-quality membership offer which includes both digital and physical benefits.	✓	
Experience of researching, developing and implementing strategies for audience growth.	✓	
Project Management experience, including planning, budgeting, line management, contingency planning, and experience of managing relationships/reporting to funders.	✓	
Experience of managing, liaising and reporting to the NHLF (or similar) on projects of a similar scope and budget, and an understanding of the requirements needed to fulfil these.	✓	
Knowledge		
An understanding of working with a CRM to prospect data, track customer interactions, and sharing this information with colleagues.	✓	
An understanding of and commitment to good practice, particularly around inclusion and equal opportunities.	✓	
Understanding of the strategic issues and challenges currently facing membership organisations within the heritage, arts, culture, or other related sectors.		✓
Skills		



Takes a collaborative and positive approach to leadership, with excellent interpersonal skills, including approachability and empathy.	✓	
Can communicate well in writing and in person.	✓	
Strong digital skills, including an understanding of the potential of digital technology to reach new audiences, as well as experience with CRMs, accounting software and collaborative/remote working platforms such as Microsoft Teams.	✓	
A commitment to the Council for British Archaeology's Purpose, Mission, and Values.	✓	

4. How to apply

To apply, please complete and send the following information by email to jobs@archaeologyuk.org using 'JOB APPLICATION Audience and Network Manager' as the subject line. We will acknowledge safe receipt of all applications received.

- A completed Application Form.
- A completed Equality and Diversity Monitoring Form.
- Your availability to attend an online interview on Friday 26th April 2024

Both the Application Form and Equality and Diversity Monitoring Form can be found on the CBA website, at **Audience and Network Manager Vacancy**.

You should refer to the person specification when completing the application form. This should also clearly describe how you meet each of the criteria that have been identified as being necessary for this post, as this will form the basis for short listing candidates.



We also request that you please complete our Equality and Diversity Monitoring Form. The CBA is working hard to understand our organisation better and to foster a culture that recognises and values different backgrounds, approaches, skills, experience, knowledge and expertise. By having greater diversity, we believe that we will be a stronger and better organisation and ultimately will be able to inspire more people to enjoy archaeology. We therefore welcome applications from those who bring difference.

To ensure our equality policy is operating effectively, we would be grateful if you would complete the monitoring form but completing the form is voluntary. In compliance with the General Data Protection Regulation, we will treat all the personal information contained within this form as confidential. The information you provide is for monitoring purposes only and **will not be used in the selection process**. The data will be used in an anonymous format to provide statistical information only and no information will be shared to other parties.

Please also inform us of any access requirements you have to be able to participate in an interview if one is offered to you. Additionally, if you require a large text version of the application, please email jobs@archaeologyuk.org.

If you would like to arrange a confidential, informal conversation about this opportunity, or have specific questions, please contact Neil Redfern, Executive Director at neilredfern@archaeologyuk.org.

The closing date for the receipt of completed application forms is 12 noon on Tuesday 16th April 2024. Interviews will be held on Zoom on Friday 26th April 2024 with a view to the successful candidate taking up the role by June 2024 subject to any notice periods.

Thank you for your interest in working with the CBA. We look forward to receiving your application.

The CBA Team

