

MIF Manchester International Festival



**PASSIONATE ABOUT
USING ART TO MAKE
A DIFFERENCE IN
YOUR COMMUNITY?
WE'RE LOOKING FOR
AUDIENCE ADVISORS
AND WE WANT TO
HEAR FROM YOU!**

We are looking to develop a pool of **Audience Advisors** from multiple different communities and backgrounds to advise and work alongside MIF to help deliver audiences that truly reflect the amazing diversity of Manchester and Greater Manchester.

You'll be passionate about the difference arts and culture can make in your community, and creating links with a diverse range of people that could benefit from our opportunities.

We are looking for people who are **good communicators**, **enthusiastic** and able to work **independently and creatively** working with the MIF team to develop strategies and opportunities to engage our city.

WHAT IS MANCHESTER INTERNATIONAL FESTIVAL (MIF)?

We're an arts festival that takes place every two years, inviting exciting artists from across the world to create new work – performance, music, movement, technology and visual art – for places and spaces across Manchester.

The next Festival will take place from 1-18 July 2021.

We will soon be opening The Factory, a world-class cultural space currently being built in central Manchester, where we'll present a year-round programme and have a space in which to welcome communities from Greater Manchester and beyond.

We live by our values – open, determined, inventive, extraordinary and international – and are committed to ensuring our audiences, participants and staff represent the diversity of our city.

WE WOULD LIKE

We would like you to work with our marketing department on next year's Festival and as we lead up to the opening of our new venue and home, The Factory.

We are looking for people with specialist knowledge and experience of Manchester's diverse communities who will help us build our understanding of their community and improve our conversation with people across the city.

We are particularly interested in hearing from Advisors within South Asian communities (particularly Bangladeshi, Indian and Pakistani), African and Caribbean communities and residents from the Deaf/Disabled communities.

This opportunity is about championing MIF and The Factory, whilst shining a light on the amazing things happening in your local community from groups, individuals and artists.

WHO SHOULD APPLY?

You must be eligible to work in the UK and resident in Manchester and Greater Manchester.

As a Freelance Audience Advisor you will work closely with members of MIF's Marketing and Creative Engagement teams to:

- Build relationships with individuals, organisations and communities in creative ways to help us communicate and engage with audiences
- Develop ideas and strategies to engage your community
- Develop bespoke communications and campaigns
- Seek out organisations/groups that would be good to partner with MIF
- Host cultivation events
- Keep your community updated on The Factory and its opportunities
- Recommend local artists and events that you think we should know about
- Facilitate an exchange of knowledge about your community, highlighting what issues are affecting people

This freelance contract will run from mid-February until end of July (26 weeks at 1 day a week) working on the festival. Will be contracted for 1 day a week or 4 days a month to a maximum of £3000 fee.

HOW TO APPLY?

If you're interested in applying to be one of our Audience Advisors, please complete the short [application form here](#) by **25 January 2021**. Interviews will be on **02 February 2021**.

If you have any questions or want to chat more about this opportunity, please get in touch at recruitment@mif.co.uk