

## **DEVELOPMENT & MARKETING VOLUNTEER**

### Audience Development Representative

#### **SUMMARY OF ROLE**

We are looking for people who know and support Birmingham Royal Ballet to join our front of house staff as guides and advocates across the country, in their local venues where we perform. We'd like you to introduce new audiences to ways of supporting us by guiding them through the venues and encouraging people to engage further with our work.

#### **Volunteers must be over 18**

#### **As a volunteer Audience Development Representative, your role could include:**

- Welcoming the general public at performances and events, being a friendly and enthusiastic face of Birmingham Royal Ballet
- Being active advocates of the benefits of becoming more involved as Birmingham Royal Ballet supporters
- Escorting individuals to their seats or events and engaging with them
- Distributing marketing material/flyers/ conducting audience surveys
- Where relevant, coordinating local teams of Birmingham Royal Ballet representatives
- Assisting with administrative tasks such mailings and communication with existing supporters

**If you have any additional skills that are relevant to this role, please let us know when you apply.**

#### **This role would be perfect for someone who:**

- Has great interpersonal and communication skills
- Enjoys working in a team
- Has an interest in the arts and is enthusiastic about Birmingham Royal Ballet and our work
- Is interested in audience development, hospitality and marketing

#### **Time commitment**

When offering to volunteer with us you will be asked about your availability, so please be aware that this role is likely to involve some evening and weekend work.

#### **How to apply**

If you are interested in this role, please complete the 'Offer of Service' form or contact Sam Howe on [samhowe@brb.org.uk](mailto:samhowe@brb.org.uk)