



JOB ADVERTISEMENT INTERNAL & EXTERNAL

Job Title	Audience Development Specialist (Fixed term contract: 5 years) Salary R 28 787,50 ctc per month (Global Grade 09) REF No: ADS 11/2025
About the Role	Purpose As an Audience Development Specialist at The Market Theatre Foundation, you are tasked with cultivating, expanding and sustaining the audience base for all the Foundations' artistic offerings and stakeholder relations activations. The role involves coordinating, researching, strategizing, implementing, monitoring and evaluating initiatives, that are in line with the Artistic programming and MTF Corporate brand, to engage diverse demographics and build and maintain a sustainable audience base for the Foundation. The role requires an advocate for the arts who is passionate about connecting varied communities with the experiences of live performances, exhibitions, public engagement programming, youth edutainment interventions and artistic professional and education development programming. The specialist will partner with the activities of Stakeholder Management and Business development of the Foundation to contribute to the optimization of income generation and customer satisfaction.
Key Performance Measures	Audience Development Plan • Develop a comprehensive audience development strategy and plan aligned with the artistic vision and goals. • Identify target audience segments and tailor outreach efforts accordingly to promote the brand. Audience Analysis • Conduct thorough research to understand the demographics, interests, and preferences of current and potential audiences. • Utilise data analytics and audience feedback to inform programming and business decision-making. Marketing and Promotion • Collaborate with the artistic department heads and the B&C team to create compelling campaigns that resonate with target audiences. • Contribute to various channels such as social media, email marketing, print materials, and partnerships to promote productions and events including the overall business of the Foundation. Audience Experience Enhancement • Continuously seek ways to enhance the theatre and exhibition going experience, from bookings and ticket purchasing to post-show engagement. • Collect feedback, make recommendations to support service and implement relevant improvements to ensure a welcoming and enjoyable experience for all patrons. Accessibility Initiatives • Advocate for accessibility and inclusivity in the theatre and exhibitions experience. • Implement initiatives in collaboration with artistic department heads to accommodate diverse audiences, including accessible performances, captioning, audio description, and sensory-friendly options. Partnership & Collaboration • Identify opportunities for collaboration with other relevant organization's community groups, and businesses to expand reach and maximize resources. • In collaboration with stakeholder management function, plan and implement tailored events to host strategic stakeholders and potential funders. • Plan and implement site specific activations in and around the province and events to support marketing campaigns. • Leverage partnerships for cross-promotion and audience development initiatives. Community Engagement • In collaboration with the artistic department heads, foster intentional relationships with local communities and contact zones, schools, businesses, and cultural organisations. • Organize outreach events, workshops, and brand educational programs to introduce new audiences to the Foundation and build long-term sustainable connections. • In collaboration with artistic departments, monitor and evaluate impact of the artistic programmes.

**Desired
Experience &
Qualification**

Evaluation & Reporting

- Regularly evaluate the effectiveness of audience development efforts through metrics such as attendance, engagement, and feedback.
- Prepare reports and presentations to communicate insights and recommendations to stakeholders.

PREFERRED QUALIFICATIONS, SKILLS, EXPERIENCE

Qualifications:

- National Diploma/Bachelor's Degree in Marketing, Communications, or related field.

Experience

- 3 years plus proven experience in Audience development, Audience engagement, Marketing, or Community engagement within the Arts or entertainment industry.

BEHAVIORAL COMPETENCIES / PERFORMANCE DRIVERS

- Achievement Orientation
- Analytical Thinking
- Attention to detail
- Creativity and Innovation
- Interactive Communication
- Initiative
- Partnering
- Problem Solving
- Relationship Building
- Stress Management
- Writing Skills
- Multitasking
- Time management

TECHNICAL COMPETENCIES / PROFESSIONAL EXPERTISE

- Business Perspective
- Using Information Technology in Marketing
- Strong analytical skills with the ability to interpret data and insights to drive decision-making

LEADERSHIP COMPETENCY REQUIREMENT

- Planning and Organizing
- Results Management
- Team Leadership
- Communicating with stakeholders/client takes a lot of patience which involves one persuading, influence, and cunningly luring the person to take action.
- Negotiating with the producing department for a workable promo for every show/production.

Interested persons who meet the requirements are invited to send a concise CV, Copy of ID and qualifications to the Human Resources Department via e-mail to vacancies@marketttheatre.co.za
Please indicate the reference number for the post. ITC & criminal checks will be conducted and, where applicable, candidates will be subjected to an assessment test.

Should you not hear from us within 30 days after the closing date, consider your application unsuccessful.
Correspondence will be limited to shortlisted candidates only.

The Market Theatre Foundation reserves the right not to make any appointment(s) for the above post.

Enquiries may be directed Apfeswaho Muruge (011) 832 1641
CLOSING DATE: 04 December 2025

