

## Audience Development Researcher

Cork International Film Festival (CIFF) is Ireland's first and largest film festival. Our mission is to present Ireland's most exciting, diverse, and ambitious annual film festival, connecting and stimulating audiences and artists through a carefully curated selection of the best films, to create a unique shared cultural experience, rooted in Cork, open to the world. In accordance with our governing constitution, the purpose of CIFF is to promote the advancement of education in the arts, through film.

CIFF is a local, national and international celebration of cinema, running annually in venues and online in November. Award-winning films from the international film festival circuit, new discoveries and cinema classics are selected by our experienced curatorial team, to be premiered in cinemas in Cork and screened online via the Festival Digital Platform, available to viewers nationwide. CIFF is a concentrated curated offering of the latest and best international and Irish features, documentaries and shorts, and includes programmes for schools, families, a focus on film and mental health (Illuminate), and specialist Industry Days, including Doc Day, providing training and professional development for the film sector.

### The Role

CIFF is now seeking an Audience Development Researcher to shape and deliver a focused fixed term research project that will inform a coordinated, long-term strategy for audience growth for CIFF.

This role is not simply about collecting data. It is about generating clear, actionable insight that will shape how the Festival understands, engages, and grows its audiences, current and potential. The successful candidate will lead a structured research process - combining data analysis, qualitative engagement, and strategic interpretation - to identify opportunities for broadening participation and strengthening audience relationships.

The successful candidate will be experienced in collecting and analysing audience data and trends, conducting focus groups and have the necessary skills to generate insights for organisations and/or the arts & culture sector.

The Audience Development Researcher will design the research framework in consultation with the Festival team, and manage data collection and solicit feedback from identified target groups (existing and potential) referencing a wide range of programmes & strands - industry events (filmmakers), the Festival programme (audiences), accessibility & EDI (audiences, filmmakers, stakeholders), sustainability (internal & external stakeholders) & young people's projects (beneficiaries).

In addition to CIFF's internal research, the Audience Development Researcher will engage with local sectoral groups (e.g. Screen Cork, Arc Cinema, etc.), and via the national reach of the Cultural Cinema Partnership (CCP)\* to support shared audience research across the sector. The role will contribute to shared learning across the Cultural Cinema Partnership,

supporting sector-wide understanding of barriers to participation and strategies for widening access to cinema audiences in Ireland. The role will help develop a framework for collecting and analysing audience data, and facilitate collaboration to generate cross-sector insights.

**Reporting to:**

Head of Marketing & Communications

**Key Internal Relationships:**

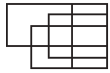
Digital Marketing & Development Officer  
Senior Management Team  
CEO and Administrator

**Key External Relationships:**

Festival and year-round attendees  
Target groups across a wide range of programmes and strands  
Local sectoral partners (e.g. Arc Cinema, Triskel, Screen Cork)  
Members of CCP\* (Irish Film Institute, Dublin International Film Festival, Galway Film Fleadh, Access Cinema)

**Key duties and responsibilities:**

- Manage the research design and planning
  - Devise and articulate core research questions in collaboration with the Festival team
  - Design effective research methodology (qualitative and quantitative)
  - Establish a clear project plan, timeline, and defined outputs
- Data Collection & Analysis:
  - Analyse existing audience data (ticketing, demographics, attendance patterns, etc.);
  - Identify trends, gaps, and areas for further investigation;
  - Design and deliver audience surveys where appropriate
- Qualitative Research
  - Initiate contact and manage and facilitate focus groups and interviews with participant groups/ audience communities and individuals from wide range of programmes, strands, partner groups
  - Ensure inclusive and accessible approaches to participant recruitment
  - Identify structural, cultural, and practical barriers to participation and engagement, and translate findings into recommendations that actively support more equitable access to CIFF programmes.
- Insight Generation and Reporting
  - Conduct thematic analysis of qualitative and quantitative findings
  - Synthesize data into clear insights
  - Identify distinct audience segments, behaviours, and needs
  - Work in partnership with the Head of Marketing and Communications and Head of Development to develop sectoral report for dissemination
  - Develop practical, prioritised recommendations for audience development strategy and action plan



- Present findings to internal/external stakeholders in an accessible and engaging format
- Ensure engagement formats are accessible and inclusive across in-person and digital settings
- Attend meetings with Cultural Cinema Partnership (CCP) where required (may require travel in Ireland) and local/regional groups as required
- Efficiently manage the administrative functions associated with the role including reporting, coordinating and communicating with target groups and the CCP
- Represent the Festival in a professional manner.

## **Required skills and experience:**

### **Essential**

- Demonstrable experience in research design and delivery, ideally within arts, culture, or creative industries
- Proven skills in data analysis and interpretation
- Experience conducting qualitative research, including focus groups and interviews
- Ability to generate clear, actionable insights from complex information
- Excellent written and verbal communication skills
- Ability to work independently and manage a defined project timeline
- Attention to detail and an organised and systematic approach to work

### **Desirable**

- Experience in audience development or cultural participation research
- Familiarity with film festivals or event-based not-for-profit organisations
- Knowledge of equity, diversity, and inclusion frameworks in audience engagement
- Experience translating research into strategic recommendations

*We recognise that candidates may not meet every listed requirement. If you have relevant experience and feel you can contribute meaningfully to the role, we encourage you to apply.*

## **Key information about this role:**

- Independent Contract role
- Duration: Immediate start until December 2026
- 2 days per week (flexible, to be agreed in consultation with CIFF)
- Indicative working hours are 9.30am–5.30pm on contracted days, with flexibility required depending on project needs, events, and stakeholder availability.
- CIFF is based in Cork City, with flexibility for hybrid and remote desk based work. However, the role will require in person attendance in Cork City and County for workshops, stakeholder engagement, and Festival activity as required.
- Fee: €160 per day (2 days per week equivalent)

## **Application:**

Please send your CV and a covering letter of no more than two pages outlining your interest and suitability for the role. Email to [jobs@corkfilmfest.org](mailto:jobs@corkfilmfest.org), with **Audience Development Researcher** the subject line. The closing date for applications is **Friday 22nd May, 5.00pm**.

Short-listing of candidates will be on the basis of the information contained in their CV and covering letter.

We understand that written applications may not be the most accessible format for everyone. If you would prefer to submit your application in an alternative format (such as audio or video), or require support in preparing your application, please contact us and we will facilitate this where possible.

Candidates who are shortlisted will be invited to attend an online interview on **Friday 29th May**.

*Candidates are encouraged to let us know any access requirements when invited to interview.*

Commencement of the role is as soon as possible.

**Thank you for your interest in this role and we look forward to receiving your application.**

## **EDI & Access Statement**

*Cliff is committed to equity, diversity, inclusion, and accessibility across all aspects of its work, including recruitment. We actively welcome applications from people of all backgrounds, particularly those who are underrepresented in the arts and cultural sector, including but not limited to disabled people, people from minority ethnic communities, LGBTQ+ applicants, and those from lower socio-economic backgrounds.*

*We are committed to making the recruitment process as accessible as possible. If you require any adjustments to support your application or interview process, please let us know and we will work with you to accommodate your needs.*