

Breakthrough 2026 Role Description

Gosport Routes (hosted by Motiv8) – Audience Development and Programme Assistant - Gosport

Employer name	Motiv8 on behalf of Gosport Routes		
Employer Website	https://motiv8.org.uk/support/gosportroutes/		
Employer main contact	Leo Burtin		
Employer email	leo@gosportroutes.com		
Start Date	28 th September 2026	Hours Per Week	25
Working week	25 hours to be arranged with successful candidate with the following core hours: 9.30-4.30 4 days a week (Tues – Fri) with 45 mins unpaid lunch.	Hourly Wage	£12.71

Job Title	Audience Development and Programme Assistant
Company Overview	
Who we are: Gosport Routes is an ambitious three-year Creative People and Places programme funded by Arts Council England. It is designed to transform cultural access and participation across areas with traditionally lower rates of engagement. For too long, Gosport has been a place like this. Where opportunities in the arts felt out of reach, where many had to leave to pursue creative careers. Starting with young people and radiating out into the wider community, Gosport Routes aims to change that narrative. At its heart is a commitment to co-creation, equality, and inclusion. We will work with communities to design and deliver cultural experiences that reflect their voices, their stories, and their aspirations.	

As well as artistic ambition there will be community led activities, ensuring that Gosport Routes delivers exceptional cultural experiences while empowering local voices to co-create, be bold in their ideas, and make a lasting impact.

The Gosport Routes programme is overseen by a consortium of local partners, hosted by Motiv8 and includes Hampshire Cultural Trust, Community First, Incredible Edible Gosport, St Vincent College, and Gosport Borough Council.

Role Description

The Audience Development and Programme Assistant plays an important role in supporting the Audience Development Officer, Programme Director and wider delivery team. This role provides support for audience development, marketing, communications, community engagement and programme administration activities.

This role will include assisting with:

AUDIENCE DEVELOPMENT AND COMMUNICATIONS

- Support the Audience Development Officer with the delivery of audience development and communication plans for the Gosport Routes programme
- Assist with audience engagement activities, designed to reach new and underrepresented communities,
- Support with the creation of campaigns designed to encourage new and infrequent audiences to cultural activities
- Represent Gosport Routes at events within the community to profile our work to local audiences
- Support to reach audiences and communicate about our programme through a range of channels (offline and online), as appropriate.
- Support the creation and distribution of marketing materials, including posters, flyers, newsletters and digital content (ie social media platforms, websites and other communication channels)
- Act as a positive first point of contact, welcoming participants, visitors, partners and community members
- To work with the Audience Development Officer and Programme Director to identify opportunities to engage new audiences and strengthen community relationships
- Support the collation of audience feedback to help improve future activities and events

YOUTH CONSORTIUM DEVELOPMENT SUPPORT

- Support the team to recruit, onboard and establish the Gosport Route Youth consortium (“Pilots”)

- Support partnership work with the Pilots, ensuring young people are engaged, heard and kept informed.
- Assist in organising meetings, workshops and events involving the Youth Consortium Pilots, as needed
- Help gather feedback from the Youth Consortium Pilots to support programme development and evaluation.

PROGRAMME ADMINISTRATION

- Support the team with administrative tasks such as:
Managing databases, contribute to reports and evaluations, general communications and monitoring.

GENERAL DUTIES

- To work within the policies and procedures of Motiv8.
- To take responsibility for the health and safety of yourself and others.
- To undertake any other duties as reasonably required in line with the individual's capabilities.
- Undertake flexible working with occasional work outside contracted/core hours.
- To comply with equal opportunities policy of Motiv8 with reference to clients and staff.
- To promote equal opportunities within Motiv8.
- To maintain confidentiality at all times with Motiv8 Policies and Procedures.
- To attend meetings and training as required.
- To ensure the positive reflection and promotion of Motiv8, the Gosport Routes consortium and programme to outside agencies.
- To maintain professional standards and be responsible for personal and professional development.

The role will be based at community partner offices (address to be confirmed), a range of Gosport community locations for event delivery, and some home working to suit project needs.

Skills and development

Candidates should be working towards:

- Interest in arts, culture, community work, events, marketing or communications
- Knowledge or interest in audience development principles and practice, including approaches to reaching new and non-traditional audiences
- Understanding of marketing and communications including social media and digital communication platforms
- Knowledge of or willingness to learn about GDPR and data management responsibilities

- Experience of managing digital communication channels, including social media, websites and newsletters
- Proven excellent communication skills including verbal and written to a high standard
- Good eye for detail
- Good IT skills and knowledge of Microsoft Office programmes
- Ability to prioritise urgent matters and escalate when appropriate
- Ability to support the development of systems and processes

Desirable but not essential:

- Experience of producing accessible, inclusive written and visual communications for a range of audiences
- Experience of maintaining databases and reporting insights from data systems
- Experience in setting up and monitoring new systems and processes
- Graphic design, photography and/or basic video production skills

Personal Qualities

- *Ability to take initiative within existing operating frameworks, enthusiasm and willingness to learn, take responsibility for own learning and professional development, ability to manage workload working both in a team and on own, ability to work with a wide range of people, commitment to Equality, Diversity and Inclusion.*

Future Prospects

During the course of the placement, you will meet and network with other creative organisations which might present future opportunities. We will also provide a work placed mentor who can offer career advice and guidance, helping you to develop your CV and offer support with job applications and interviews.

Interview Date(s):

Tuesday 8th September