

AP in numbers

Readership profile

Arts Professional readers work in cultural venues, companies, institutions and organisations connected with the arts and cultural sector. This includes theatre, visual arts, dance, digital art, heritage, music, literature and many other artforms. Some work for local authorities, funding and policy making bodies, sector support, trade or membership organisations, community arts charities, education providers, development agencies or consultancies and service providers. Others are trustees, freelance arts professionals or creative practitioners. Many have more than one role in the sector.

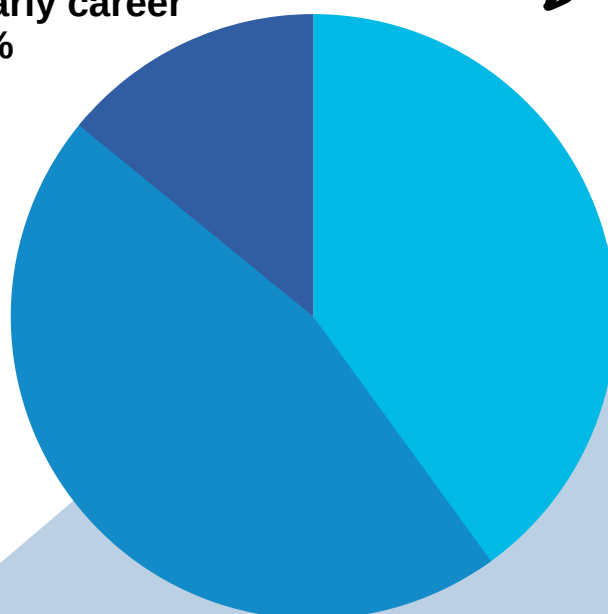


Level of work in the sector ¹

A high proportion of readers are in senior and middle management roles, including a significant freelance core.



Entry level / Early career
14.1%



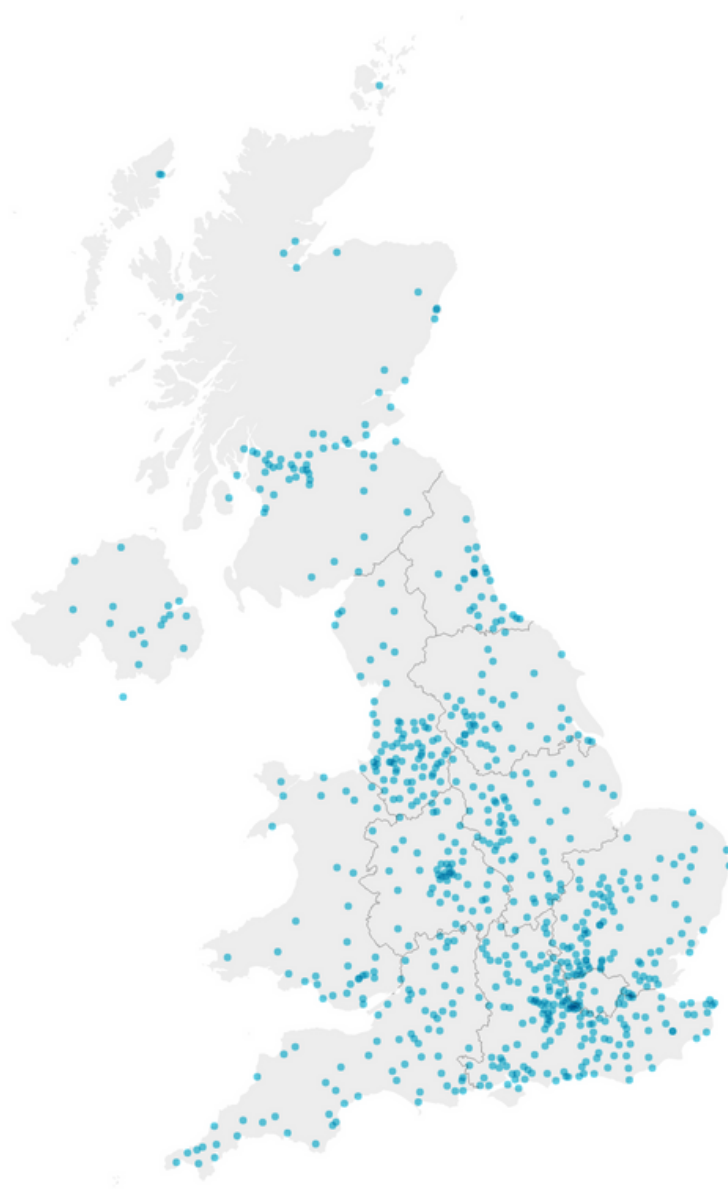
Senior level
40%

Middle level
45.9%

Website user location ²

UK Region	% of UK
England	89.62%
Scotland	5.14%
Wales	4.34%
Northern Ireland & Isle of Man	0.89%

Outside UK Region	% of World
United Kingdom	75%
United States	7.84%
Europe (excluding Ireland)	7.19%
China	3.28%
Ireland	1.76%
Australia	1.25%
Canada	1.14%
Rest of the world	2.55%



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Job views ⁴

	Average views	Most viewed
Job advert basic	90	375
Job advert standard	127	834
Job advert premium	227	1384

Job role responsibilities ¹

Organisational development /
Strategic planning / Policy-making
Project management

55.10%

52.20%

General administration

51.30%

Marketing / Press and PR /
Audience Development
Project Evaluation

43.30%

38.20%

Fundraising

37.90%

Artistic Direction / Programming
/ Curating

37.10%

Education / Outreach

33.10%

Finance / Accountancy

33.10%

Co-ordinating / Leading workshops

29.60%

Web / digital

28.80%

Producing

26.60%

Research

25.30%

Human resource management

24.70%

Consultancy / Giving advice

21.50%

Teaching / Lecturing / Training

20.70%

Facilities management /
Operations / Security
Front-of-house / Box office

16.90%

16.40%

Backstage / Technical

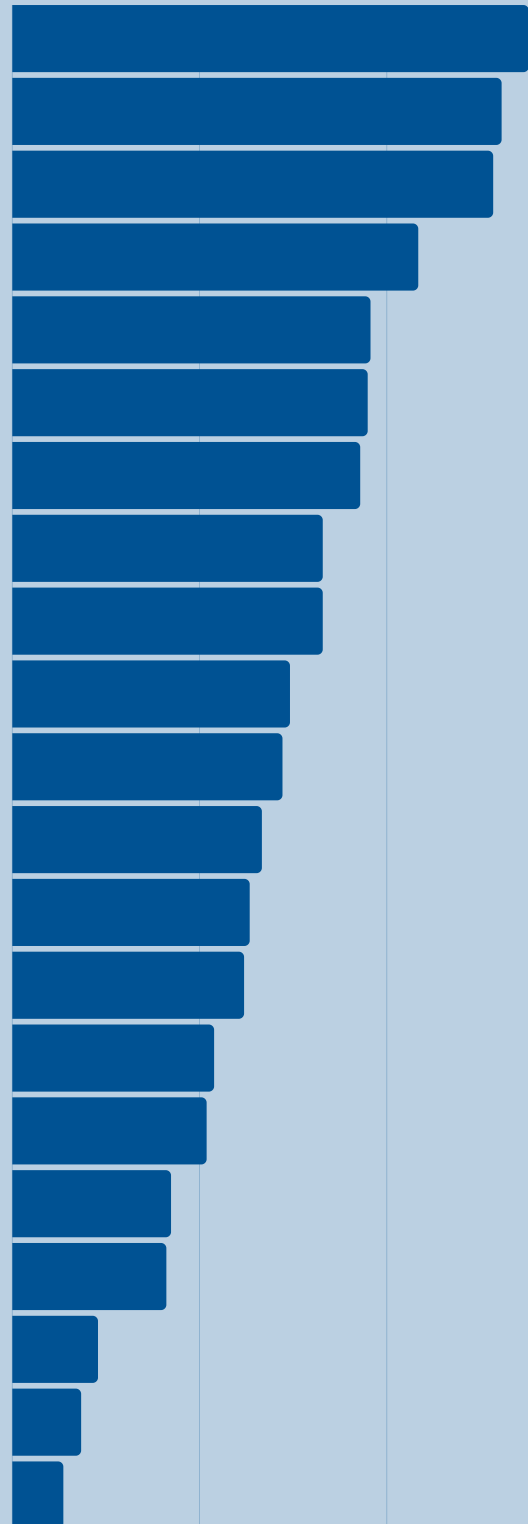
9.10%

Performing / Creating art / Artist

7.30%

Other

5.40%



Most common jobs advertised ⁴

Job Category	% of jobs advertised	Common job titles advertised
Organisational Development / Strategic Planning / Policy Making	17.4%	Chief Executive Officer / Trustees / Executive Director
General Administration	16.3%	Administrator / General Manager / Venue Manager
Marketing / Press and PR / Audience Development	16.0%	Marketing Manager / Communications Manager / Digital Marketing Manager
Performing / Producing / Directing / Creating Art	9.5%	Creative Producer / Senior Producer / Digital Producer
Fundraising	7.6%	Development Manager / Head of Development / Individual Giving Officer
Artistic Direction / Programming / Curation	7.2%	Artistic Director / Programme Manager
Education / Outreach	6.5%	Community Engagement Manager / Learning & Participation Officer
Backstage / Technical	3.5%	Technical Manager / Venue Technician
Finance / Accountancy	3.0%	Finance Manager / Director Finance & Administration
Facilities Management / Operations / Security	2.8%	Head of Operations / Operations Manager
Front of House / Box Office / Sales	2.6%	Visitor Services Manager / Box Office Manager
Project Management	2.5%	Project Manager / Project Coordinator
IT / Digital	2.0%	eCommerce Manager / Digital Content Manager
Consultancy / Giving Advice	1.2%	Heritage Plan Consultant / Culture Strategy Consultant
Human Resource Management	0.7%	Head of Artist Services / HR & Administration Manager
Research	0.6%	Insights Officer / Research Assistant
Teaching / Lecturing / Training	0.5%	Tutor / Music Dept Manager
Co-ordinating / Leading Workshops	0.3%	Creative Learning Facilitator

Media Channels

Weekly email distribution ⁴

30,143
ArtsJobFinder



15,011
Professional
Development



22,036
News &
Good reads



Social media followers ³

65,400
Twitter @artspro



16,232
Twitter
@ArtsJobFinder



10,482
Facebook
ArtsProfessional &
ArtsJobFinder



Website readership

Web traffic ²

60,372
Average monthly website visitors



90,432
Average monthly unique pageviews



Total pageviews August 2021 to July 2022 ²

All website traffic	1,179,034
Total editorial views	274,012
Total news views	256,970
Total jobs views	308,438

Top 10 features August 2021 to July 2022

[Thinking of applying for Arts Council NPO funding?](#)

[Open letter from an NPO](#)

[Tate's 'backward step'](#)

[Is DCMS any longer fit for purpose?](#)

[Need to diversify, but can't find the staff?](#)

[Beware the Captain Tom trap](#)

[Welcome to UNBOXED: Creativity in the UK](#)

[Whose 'lived experience' matters most?](#)

[Why levelling up shouldn't mean levelling down on diversity](#)

[Who runs the arts in England?](#)

Top 5 news articles August 2021 to July 2022

[NPO applications: here's what you need to know](#)

[Arts companies struggle to recruit as vacancies surge](#)

[Arts sector battles a 'great resignation'](#)

[Exclusive: Major arts organisations affected by ransomware data breach](#)

[Government seeks 5% savings from major arts and culture institutions](#)

Sources

(August 2021 to July 2022 unless stated otherwise)

1. ArtsProfessional ArtsPay Survey July 2022
2. Google Analytics
3. Twitter and Facebook Analytics
4. ArtsProfessional website Analytics