



SEEKING: Freelance Arts Marketing & Communications Specialist

OVERVIEW

Arts organisations Beam and HATCH are seeking to recruit a freelance marketing & communications specialist to lead local communications across Kirklees, West Yorkshire for two key creative programmes; the Dewsbury Creative Town Arts Programme (managed by Beam) and the WOVEN festival of textiles (managed by HATCH). Both programmes are initiatives led by Kirklees Council.

We envisage that through appointing one freelance professional to oversee marketing and communications activity related to both of these creative programmes we will ensure a deep understanding of the local communities in the area and the impact of communications activity will be maximised.

CONTEXT

Dewsbury Creative Town Arts Programme

In December 2019 the Dewsbury Public Art Plan was adopted, the Plan, written by Creative Scene, considers how Dewsbury town centre can benefit from public art, and how local residents, businesses and community groups can get involved in the commissioning process. It highlights a range of possible public art interventions and potential sites across Dewsbury. £200,000 has been allocated to fund the programme over the next 3 years, which will be produced by Beam, and will include commissions that:

- Reveal and weave Dewsbury's rich (textile) heritage with the town's ambitious future;
- Provide opportunities for local emerging artists to develop and grow their practice;
- Embed opportunities for young people to engage with arts, culture and place;
- Encourage playfulness, fun, colour, physical activity and wellbeing in Dewsbury through a series of permanent or temporary commissions;
- Creatively support wayfinding across the town and;
- Embed artists as part of design teams to play a role in the regeneration of the town centre.

View the Plan at: <https://www.kirklees.gov.uk/beta/dewsbury-blueprint/key-areas/creative-town.aspx>

The delivery of the Creative Town Arts Programme is being managed by Beam <https://www.beam.uk.net/>

WOVEN 2021: 5 - 27 June 2021

WOVEN is a celebration of innovation and textiles across Kirklees. WOVEN is initiated and seed funded by Kirklees Council but owned by everyone, from community groups to industry, cultural organisations, artists and makers, business and heritage sites across the district. It is a co-curated biennial festival, that brings multiple communities together to shape a year round programme of events. The Festival celebrates:

- Generations of innovators: The textile industry and innovation taking us forward and into the world. Connecting a strong heritage with today's innovative developments in industry, university research and a strong arts and crafts scene
- Pride of Place: The story of place and how textiles shapes the world around us
- The community, culture and creativity of the district

The Festival month is a key moment to showcase and celebrate what Kirklees has to offer. WOVEN's next showcase in June 2021 builds on a successful pilot, delivered in June 2019.

<https://woveninkirklees.co.uk/>

Woven is managed by Hatch <https://hatchprojects.org.uk/>

ROLE DESCRIPTION

Overview:

- An experienced marketing and communications professional who is either Kirklees based - or who can prove extensive local connections. Previous experience in the arts and cultural sector is preferred. The key focus of both roles is on engaging communities with both creative programmes and ensuring strong local buy in and support.

Skills & Experience:

- Significant experience as a communications/media professional, with a track record of developing, leading and managing creative community focused communications campaigns in the arts/ heritage sector. Knowledge of working with the textile industry is desired but not essential.
- Proven ability to engage with communities as key stakeholders
- Either based in Kirklees, West Yorkshire or with extensive local connections and knowledge
- Excellent creative copywriting and storytelling skills
- Experience developing creative and engaging online content
- Experience of writing press releases, and securing press for key events
- Up to date knowledge of GDPR and copyright legislation
- Experience of proofreading and editing and an eye for detail

Attributes:

- Excellent communication skills and the ability to develop relationships and communicate with a variety of stakeholders at all levels
- A commitment to producing accessible communications that meet or exceed current access standards
- Responsive to change and a proactive problem solver
- Self-motivating with an ability to meet deadlines, multi-task and work under pressure

Shared Outcomes:

- Develop and deliver a robust marketing and communications strategy for both Woven 2021 and the Dewsbury Creative Town Arts Programme, working in partnership with the relevant steering group and key stakeholders.
- Liaise with local press and media - newspaper, local magazines, tv, radio etc. to promote each commission/ project/ event as part of the wider schemes
- Monitor and track programme engagement activity to feed into quarterly reporting and evaluation.

- Build and maintain consistent local awareness in Kirklees about both programmes amongst a diverse range of local communities

Dewsbury Creative Town Arts programme - specific outcomes:

- Engage the local creative community with artist networking and skills development opportunities
- Target local young people to promote participatory and co-production opportunities
- Engage and inform the local business community about commissions and opportunities for collaboration
- Develop a social media presence for the programme via facebook or other agreed channels and link in with and engage with a diverse range of local groups and organisations.

WOVEN 2021 - specific outcomes:

- Work with WOVEN curators to translate the stories that we want to communicate about the festival and textiles in Kirklees more broadly into news hooks and editorial content.
- Build a profile for WOVEN targeting Community media and relevant local, regional, national and specialist titles, securing at least one national news story or feature and regular (one per week) local new features in the lead up to and during the festival
- Work with WOVEN social media freelancer to develop a social media plan and to ensure consistency between social, broadcast and print media stories.
- Ensure strategy is clear and communicated across all WOVEN project managers and that they have lead in times to report back on planned activity.
- Be flexible in approach in order to react to changes in programming given Covid 19 situation.
- Feed into evaluation by recording and monitoring social media analysis, media coverage analysis and brand amplification.

MANAGEMENT AND REPORTING

- For Creative Town Arts programme actions you will be contracted by and report to Beam.
- For the WOVEN role you will be contracted by and report to HATCH.
- Key points at which Beam and HATCH will come together to take a wider view of both projects and related communications activity will be scheduled so that a holistic approach can be taken and opportunities maximised.
- Whilst it is our intention that one professional is recruited to both roles, we reserve the right to split the roles rather than appoint to both if we feel this is in the best interests of both programmes.

FEES

Creative Town Arts Programme:

Timeframe: December 2020 - October 2021, with the potential for extension

Fixed fee of £3,000 + VAT including expenses (for which we would expect 12 - 15 days work)

WOVEN

Timeframe: December 2020 - August 2021

Fixed fee of £3,000 + VAT including expenses (based on outcomes)

APPLICATION PROCESS

Deadline for Applications is Wednesday 18 November 2020, 1pm

Selected candidates will be invited for a virtual interview on the **afternoon of Thursday 26 November 2020**.

To apply please email the following to frances@beam.uk.net

- A cover letter (2 sides max) detailing your interest in and suitability for the role, including your knowledge and interest in arts and culture in Kirklees and details about a relevant communications or social media campaign you have delivered
- A copy of your CV
- Details of two referees (please note we will only contact referees at interview stage)
- Completion of an anonymous Equality and Diversity Monitoring form (this is not compulsory) via this link:
<https://docs.google.com/forms/d/1dzyorwfhyfbU4n2Dmr7vlyeWB0DA788jDr6BqPkh7b0/edit>

Please note all submitted applications will be collated by Beam and will be shared with Hatch for the purpose of assessment and recruitment.

EQUAL OPPORTUNITIES

Beam and Hatch are committed to building organisations that make full use of the talents, skills, experience, and different cultural perspectives available in a diverse society. The aim of our policies is to ensure that at all stages of the recruitment, selection and employment process (including the artist commission process) we consider all applicants in fair and considered manner so that the most appropriate person is selected, regardless of age, colour, disability, gender, marital or family status, nationality or ethnic origins, race, religious belief or sexual orientation. Beam and Hatch's Equal Opportunities Policies will be applied to this role.

CONTACT DETAILS

In the first instance please direct all enquiries to -

Frances Smith, Principal Consultant, Beam, The Art House, Drury Lane, Wakefield, WF1 2TE

frances@beam.uk.net / 07718 564 376
www.beam.uk.net