



Application Pack: Freelance Marketing and Communications Manager

Thank you for your interest in the position of Freelance Marketing & Communications Manager with Skimstone Arts.

Please find below the application pack, which contains the following documents:

- How to apply
- Role Purpose
- Role Description
- Personal Specification
- Terms and Conditions Outline
- About Skimstone Arts

Please also see www.skimstone.org.uk for further information about the company and our work.

How to apply

1. Before submitting an application please read the information and guidance provided carefully.
2. To apply, please send a Cover letter (max 2 sides A4) explaining your interest in the role and how you meet the personal specification, and a copy of your CV including the contact details of 2 references, including your current or most recent employer.
3. Please complete the Equal Opportunities Monitoring Form and submit it along with your application.
4. This Application Pack and Equal Opportunities Monitoring Form can be downloaded from our website: <http://skimstone.org.uk/work-with-us/>

Submitting your application

Please submit your application and equal opportunities form to: Cristina@skimstone.org.uk with the subject field marked 'Freelance Marketing and Communications Manager'

Recruitment Timeline

Closing Date:	12 noon, Friday 13 November 2020
Shortlisted applicants invited to interview:	Tuesday 17 November 2020
Interviews (Over Zoom):	Friday 20 November 2020
Successful candidate joins team:	As soon as possible from offer

Skimstone Arts Mission: To support diverse artists, people and communities at risk of social isolation to create work with, for and about the world that matters to them.

Role Purpose

Skimstone Arts is looking for a freelance Marketing and Communications Manager to support the organisation's artistic vision by driving forward digital marketing and communications with a key focus on online activity. This role will work closely with the Artistic Director and Creative Producer to develop a Digital Communications Strategy that complements our artistic programmes and our growing online content to increase online audiences. The role requires a strong focus on collaboration, partnership working and digital communications, engaging and developing audiences at local, national and international levels.

The work starts in November, to prioritise the development of the digital strategy, and we seek someone who will work flexibly to front load this key area of activity.

Responsible to: Artistic Director

Key Working Relationship: Creative Producer

Working Relationships with: Lead Artist, Project Coordinator, Assistant Project Managers

Role Description

To work across all areas of communication to publicise and promote Skimstone Arts activity to ensure its maximum regional and national recognition and use by a wide range of funders, audiences and stakeholders.

The Marketing and Communications Manager will be responsible for the development of the Digital Communications Strategy working strategically with the Creative Producer and Trustees.

The main responsibilities include:

- Lead and develop the digital marketing and communications strategy for the organisation with the Creative Producer, building on what we have and taking it to a wider and more diverse digital audience
- Research, write and create engaging copy and content for the organisation which is consistent and strong in its messaging and advocacy including newsletters, Insta stories etc
- Developing a digital strategy which consolidates existing social media platforms to enhance our ability to engage and broadcast to audiences using digital assets
- Identify opportunities for audience development to increase the diversity and reach of audiences and attendees
- Maintain and foster new relationships with partners and networks including similar charities and organisations that complements and enhances our activity

- Identify, develop and maintain dynamic and positive media relations to attract reviews and news coverage with relevant media titles
- Writing and distributing press releases, overseeing media calls and media opportunities
- Contribute to and keep updated the media contact database for both regional / national print and broadcast media
- Jointly manage and update the organisation's website and social media
- Manage the production of design work for promotional literature and advertising (national, regional and digital), print and promo materials to include copywriting, image sourcing, proof reading and liaising with design agency and/or freelancers.
- Monitor, evaluate and report of the effectiveness of plans and activity, including analytical data intelligence from social media and website engagement
- To ensure the strategy complements the wider organisational ethos and Theory of Change

Personal Specification

Essential

- Demonstrable empathy with the lived experience of our beneficiaries, communities and artists
- Demonstrable experience of developing strategic marketing and audience development plans ideally within the arts / cultural context
- Excellent knowledge and experience of managing multi-media and digital platforms, with a reliably sound understanding and application of the GDPR
- Experience with CMS systems, digital media, and social networking and running analytics
- Experience of managing and creating engaging content for variety of uses (offline/online) with consistent and strong message positioning
- Strong level of experience of audience development, ideally in the arts or cultural context
- Proven experience of managing media relations including cultivating contacts
- Experience in writing and issuing appropriate press releases to relevant and targeted media across all channels
- Excellent verbal and written communications skills with attention to detail and accuracy
- Experience of working with and commissioning design agencies/ freelancers to create consistent branded materials and promotional assets and online collateral
- Excellent IT skills and knowledge of online conferencing platforms and management tools (in particular Microsoft Word /Excel, Teams, Zoom etc.)
- Excellent and strong attention to detail with proof reading ability
- Excellent organisational and administrative skills, the ability to prioritise workload
- Strong networker, with experience and willingness to develop appropriate and effective partnerships

- Excellent interpersonal skills including the ability to liaise with external contacts and stakeholders
- A willingness to work as part of a small team, in a fast paced environment and manage multiple projects at once
- Flexibility and willing to work some evenings / weekends in response to project demands when required

Desirable

- Photoshop and design skills
- Experience of conducting audience research
- Experience of crowdfunding
- Experience of managing communication strategies nationally / internationally

Terms and Conditions outline:

Contract: Freelance contract, with a maximum fixed fee of £3,400 between November 2020 and 31 March 2021, which equates to £20 an hour.

Hours: Flexible 10 hours per week, for 17 weeks with two months probationary period.

Location: We are following current guidance and working from home with regular online contact. When safe and appropriate to do so we will also work from our studios. Skimstone Arts is based at Skimstone Studios, B&D Studios, Floor 3, Commercial Union House, Pilgrim Street, Newcastle, NE1 6QE.

Line Manager: Artistic Director, Claire Webster Saaremets

Notice Period: 1 month from both parties

Deadline for applications: 12pm noon, Friday 13 November 2020

ABOUT SKIMSTONE ARTS

Skimstone Arts works in the sectors of arts, culture, heritage and science; we are intergenerational, helping children and young people, old and elderly people, and the general public and mankind. We work with a range of freelance artists and producers on a project-by-project basis.

We are a music-based organisation with a professional Ensemble that creates and produces multi-disciplinary touring performances and films. We also run a Young Artist Collective: their band Reality Boots tour their own original music and produce multidisciplinary performances and exhibitions. In response to COVID-19 our work has continued to strive with recent projects such as *Here's Your Seat* and our current project *Imagine Your Seat*, a radio programme will be broadcast for 3 days from 9 – 11 November 2020.

Our work is inspired by real stories and lived experiences, which reflect current social narratives, challenges and inspirations we face in today's diverse society.

Our purpose

Skimstone Arts is established to advance the arts, particularly but not exclusively, the visual arts, drama, music and film by the production of plays, exhibitions, concerts, films and performances involving diverse groups of disadvantaged people for the benefit of the public.

Skimstone Arts' supports diverse artists and those at risk of isolation, to create work with, for and about the world that matters to them. We are the North East's leading company for inclusive arts practice and social action. We have dedicated expertise in high-quality work co-created by young people and vulnerable older people, collaborating with diverse artists, researchers and communities.

Our general aims include:

- Creating a voice for our artists and promoting inclusion, collaboration, ownership and respect for anyone who has a social and political right to make artworks but may face barriers to do so.
- Making accessible touring theatre and site specific performances, exhibitions and gigs that reflect current stories and themes relating to today's cultural landscape, changes in heritage and identity, and we explore what we think about the world today.
- Being actively inclusive and opening up opportunities for all less represented groups including LGBTQ, those from different cultures and people who face challenges such as mental health, poverty and illness.

Where do we work?

Formed in 2007, we work locally in our Newcastle based studio (adhering to current guidelines), remotely and across the region with partner organisations. We work nationally and internationally when touring artistic work and when commissioned to deliver work with partners.

Who do we work with?

We are passionate about working with a diversity of professional artists, participants and audiences that engage with us in a number of ways;

- We are commissioned to produce professional touring music based performance and film work for regional and national universities and funders about themes of isolation, ageing and dementia that impact on policy and societal understanding.
- We've created work with services users/co creators in local care homes, in day centres, youth centres and hostels to make films, songs and exhibitions about themes that matter to them and the world.
- We also work with diverse young people in our studios whose complex life circumstances have made it impossible for them to engage with other services or opportunities, we help them develop their own arts practice alongside practising musicians/artists, gain life skills and leadership opportunities.

Our audiences often consist of a mix of individuals, community members and partners, artists, funders and academics.

Our activities, achievements and performance

We work across music, visual arts, drama, film and innovative engagement programmes delivering projects through live performances, music production and album launches, exhibitions and interactive workshops, film production and screenings, and a festival produced and delivered by artists and young people. For more information about our work, recent and current project visits our website: www.skimstone.org.uk