



Freelance Marketing Opportunity

Approximately 50 days
August 2010 – March 2011

Spirit Nottingham is an innovative new partnership which aims to increase audiences across the cultural sector. An experienced individual/organisation is sought to develop and deliver a Marketing Plan which incorporates PR and Social Media strategies, and uses both traditional and on-line tools.

Please supply a current CV, together with a letter of application outlining how your experience meets the criteria outlined in the person specification, and confirming your fee/hourly rate for the work.

For detailed information see below

Closing date: 12 noon Monday 16 August
Interviews: Thursday 19 August
Applications to: shona.powell@nottingham.ac.uk

Information for Candidates:

An introduction to Spirit Nottingham

Spirit Nottingham is a new cultural brand which will create a head of steam for Nottingham's vibrant cultural offer. Our aims are to:

- develop a distinct and innovative umbrella identity for Nottingham's creative offer
- develop and implement a Nottingham Cultural Campaign
- increase awareness amongst Nottingham residents, day visitors and workers of Nottingham's cultural offer
- increase audiences across the Nottingham Cultural Sector
- increase industry knowledge of its audiences within Nottingham and advocacy for a cultural offer that is diverse and world class
- make best use of new technology both to raise awareness and as a creative tool in its own right

Spirit Nottingham has been developed as a result of an innovative cross-sectoral cultural partnership involving arts venues, museums,

galleries together with city centre restaurants, pubs and bars, and is supported with funding from Greater Nottingham Partnership, Arts Council England East Midlands, with match funding secured from the core partners who are:

- Broadway Media Centre, Dance4, Experience Nottinghamshire, Galleries of Justice, Lakeside, New Art Exchange, Nottingham City Council, Nottingham Contemporary, Nottingham Playhouse, The Royal Centre, Trent FM Arena and Nottingham Business Improvement District

Spirit Nottingham will provide a one-stop promotional platform for events, festivals, performances and exhibitions ranging from the smallest independent galleries to the largest scale Arena events.

Our non-linear web site will provide the potential for personal itineraries to be drawn up, for route-maps to be created, and for the public to rate and comment upon their experiences of the cultural offering in our city.

Spirit Nottingham will be launched with a suite of marketing materials (on-line and traditional) and a state of the art non-linear web-site in October 2010. A social media campaign is currently beginning as part of a soft launch running through August and September. Individuals are being encouraged to sign up on the holding page of the Spirit Nottingham website (www.spiritnottingham.com), and Twitter and Facebook pages are in development.

An experienced marketing individual/organisation is now sought to develop and deliver a Marketing Plan which incorporates the PR and Social Media strategies, which engages existing stakeholders and reaches new stakeholders.

Closing Date: 12 noon on Monday 16 August 2010

Interviews: Thursday 19 August 2010

Contract for Services: Freelance Marketing Officer

Reporting to: **Spirit Nottingham** Partnership
through the Marketing Sub-Group

Key Relationships to include: PR Sub-Group
Cultivate (Andrew Parsons re Finance;
Richard Erwin-Jones re Marketing)
Untitled (web design)
Linstock (brand creation)
Mary Clarke, Evaluator

Place of Work: Own office; and/or hot desk available
at *Lakeside Arts Centre/other host
venue TBC*

Key Responsibilities:

To plan and deliver an effective marketing campaign across traditional, on-line and social media platforms which launches and maintains a high profile for Spirit Nottingham

To ensure effective measures are in place to determine the impact of the campaign, working in partnership with Mary Clarke to determine monitoring mechanisms and share with participating venues

Core tasks:

- To create a timed and costed marketing campaign for Spirit Nottingham including those elements already agreed by the Spirit Nottingham partnership. Within this to plan and deliver the October launch capitalising on the strong cultural offer within the city in autumn 2010
- To work to an agreed budget for all campaign expenditure, liaising with Cultivate prior to any budget commitment and placing all orders through Cultivate
- To schedule, write and edit copy and organise the design, print and distribution of publicity material for all the activities of Spirit Nottingham
- To initiate direct mail campaigns and write direct mail material adhering to brand guidelines

- To liaise with partner organisations in order to ensure buy-in to the planned campaign and ensure a co-ordinated and consistent approach to Spirit roll-out
- To edit and design newsletters, leaflets and e flyers and coordinate print production
- To set up and maintain effective administrative systems to appropriately record and monitor all areas of activity
- To ensure Spirit Nottingham is available to as broad a cross section of the community as possible, whilst targeting key groups as identified by the Spirit Nottingham partnership
- To attend press nights, business cultivation events and other PR events where appropriate

Monitoring, Evaluation and Audience Development

- To produce reports on all activities as agreed with the Marketing Sub-Group and circulate to all members of the partnership
- To develop and implement strategies for achieving and maintaining audience loyalty and monitoring these strategies
- To initiate and organise specific promotional activities including external events
- To initiate and participate in audience research projects (attenders, non-attenders and identifying new audiences) as agreed with Mary Clarke and the Marketing Sub-Group

IT and Social Media

- To ensure Spirit Nottingham maximises its impact through best use of current and future technologies, including Twitter and Facebook etc, location based social media, iPhone apps and augmented reality
- To develop and deliver an effective e-marketing strategy which incorporates/complements the Social Media and PR Strategies

General

- To always act in the best interests of Spirit Nottingham
- To take positive action to promote Equal Opportunities in all aspects of the work of Spirit Nottingham

- To agree to abide by host venue policies such as Health and Safety, child protection etc
- To maintain confidentiality in all areas relating to Spirit Nottingham and host venue
- To maximise income and minimise expenditure wherever possible
- To carry out such other duties as may be reasonably expected of the post

Person Specification

Essential Experience and Skills:

Demonstrable experience of:

- campaign planning at a senior level
- brochure production, print commissioning and management
- press, PR and direct marketing
- budget management
- Online marketing including social media

Excellent:

- interpersonal skills and ability to relate well to people at all levels
- copywriting skills
- oral and written communication skills

Demonstrable ability to

- work to and deliver targets
- multi-task/manage multiple priorities

Essential Knowledge and/or Qualifications:

- Enthusiasm for and knowledge of the arts and cultural sector
- Commitment to equality of opportunity
- Computer literate
- Demonstrable knowledge of emerging technologies
- Degree and or relevant professional qualifications