

Marketing Advisor - 'a space' arts

Gods House Tower – Southampton



Job Description

Overview

Role: Arts and Heritage Marketing Advisor – God's House Tower (GHT)

Contract period: Freelance – initial 6 months period circa March – August 2019 – with potential for continuation dependent upon performance and funding

Commitment: Outline timeframe to be submitted as part of your proposal

Fees: Fee structure to be submitted as part of your proposal – we request a job price with an additional day rate should extra time be mutually agreed

Location: Able and prepared to travel to central Southampton and GHT

Context

An experienced specialist arts and heritage marketing freelancer is required to bring expertise by assisting to oversee the delivery of a marketing plan for a new arts and heritage venue in Southampton. GHT is due to open in summer 2019 following an extensive refurbishment and we are now looking for an experienced marketer to support the refinement and delivery of an marketing plan covering the build up to opening and operating GHT.

The freelance expert will check and offer advice to amend the overarching marketing campaign that has been developed by the organisations staff and Trustees. The expert advice will play a role in assisting to steer the delivery of a high quality, marketing and communications plan that promotes GHT as a dynamic arts and heritage destination venue and attracts target audiences including local communities, specialist interest groups and tourists visiting the city.

The Brief

Situation review

- To facilitate an internal situation review and examine / review:
 - All existing marketing assets developed by the organisation to date, including logo, web address, social media handles, strap lines.
 - The existing marketing framework focusing on, localised print campaigns, initial digital plans and headline strategic voice of 'I am the walls'
 - To ensure the campaign will reach agreed target audiences (see below) with a strategy for developing tourism industry contacts (tour operators, group bookers and tourism agencies) along with tourists visiting the city. In addition the role should advise on the most relevant travel and tourism trade shows for the organisations staff to attend with guidance on any specific professional contacts.
 - To ensure the strategy has an effective press campaign with stories developed by the organisation being received by appropriate publications and journalists.
 - The review will lead to agreed revisions and/or adopting some existing elements into a revised overarching Marketing Strategy that will be re-written by the organisation.
 - The review process should offer experienced views, guidance and opinions that assist to structure the campaign delivery.

Delivery timeframe

- To assist the organisation coordinate a delivery timetable to ensure the marketing campaign is aligned to key milestones and meets external lead times.

Press contacts

- To utilise existing Press and PR contacts for the benefit of the marketing campaign along with assisting the organisation to generate and nurture new connections to promote GHT as an arts and heritage destination venue.
- This work should assist the organisation to grow an existing and initial list of press contacts and leave the organisation with a developed list of press contacts, including key bloggers, and online editors.

Budget deployment

- To assist the organisation in making best use of the available marketing budget through conducting a budget review and proposing alternatives (as required) and offering guidance to ensure best value is received for our modest resources.

Audience Finder

- To assist with preparing audience surveys and data collection through shaping questionnaires that support the organisations reporting responsibilities for Audience Finder (an Arts Council England National Portfolio Organisation requirement) an audience analysis tool that will assist us to better understand our audiences.

Digital

- To work with 'a space' staff and advisors and play a role in advising the development of our 360° digital strategy that includes a responsive website, effective use of social media (FB, Twitter, IG) and digital platforms new to the organisation e.g. you tube. The strategy will be developed with guidance from our Digital Advisor, Trustees, the Director and Marketing officers.

Staff structure and knowledge

- To assist the Director in reviewing the role of the two Marketing officers (employed by the organisation) with the potential to reset role descriptions and briefs that continue the marketing campaign after GHT has opened.
- To act as an informal mentor to the two Marketing officers and assist to build their knowledge through delivering the initial marketing campaign (up to opening) with the aim of improving their skills and competencies.

Partners

- To work with our corporate partner to ensure launch events are coordinated, communications are consistent and the organisation's objectives are delivered.

Proposal

Please include in your proposal:

- An up to date CV and link to a working website that demonstrates your previous projects and clients.
- A covering letter that outlines your methodology for how you would approach the work of this role and ensure the marketing campaign is informed by your experience.
- A fee proposal outlining your costs to complete the overall 6-month role, along with stating an additional day rate should extra time be required and mutually agreed. Please also state whether you are VAT registered.
- An outline timeframe showing the amount of days you consider required to complete this brief between March – August 2019.

Recruitment timetable

- Closing date – 09:00am Monday 21/01/19
- Shortlisting – 21/01/19
- Invitations to Interview – 22/01/19
- Interviews and presentation – 28/01/19 (non-negotiable date)
- Decision – 30/01/19
- References – ASAP
- Offer of appointment – ASP
- Start date – ASAP (to be agreed)

Contact

- For further information or to discuss any element of this brief please contact dan@spacearts.org.uk or call 023 80 338 778

About 'a space' arts

The organisation strives to provide opportunities to develop the careers of emerging artists and

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for audiences in Southampton and the surrounding regions to engage with high quality arts and heritage experiences. Since 2000 we have developed and managed a project portfolio to achieve our aims, including the Northam Road Gallery, the Bargate Monument Galley, ArtVaults, the Arches Studios, Tower House and the Sorting Office.

In 2018 we became an Arts Council England National Portfolio Organisation and will be delivering a range of new projects across the next four years to complement GHT and the project portfolio. For further information please see - www.aspacearts.org.uk

Background - the vision for GHT

Our vision for GHT is to reopen and culturally reanimate this important scheduled ancient monument and to provide new learning and participation opportunities through the exhibitions programme and linked events. GHT will host an inclusive and progressive cultural programme, allowing heritage to inspire the arts and the arts to interpret the spaces in new and interesting ways.

We want to offer all visitors the chance to better understand this important part of our local and national heritage by engaging our local communities and city visitors along with creating opportunities for volunteering and inspire lifelong learning.

We believe the restoration of GHT will be a catalyst in the cultural future of the Old Town and will become a visitor attraction for those approaching Southampton from the cruise terminal.



Supported by
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