

# **County Durham Cultural Education Partnership**

## **County Durham Creative Learning Week**

**Monday 11<sup>th</sup> – Sunday 17<sup>th</sup> June 2018**

**Brief for delivery and coordination of the communications campaign (freelance)**

### **Summary**

County Durham Cultural Education Partnership (CDCEP) is seeking an experienced communications professional to coordinate and manage all communications activity to promote County Durham Creative Learning Week 2018. The scope of work involves setting up and managing social media channels from scratch and quickly building a following, researching and generating inspiring content, proactively securing press and media coverage leading up to and during the week, as well as managing press and media at photocalls and handling enquiries.

Ideally you will have an understanding of the cultural sector in the North East and of the wonderful opportunities it offers to children and young people. You will have a track record in developing digital communications campaigns and in innovative approaches to grasping the attention and interest of new audiences. With excellent networks within local, regional and potentially national media, you will be able to generate significant positive media coverage for the project.

To start w/c 16<sup>th</sup> April 2018.

### **About the campaign**

CDCEP is developing a communications campaign to raise the profile of and celebrate the fantastic arts and cultural offer for children and young people at school in County Durham.

The “County Durham Creative Learning Week” campaign will run from Monday 11<sup>th</sup> – Sunday 17<sup>th</sup> June 2018. It has been timed to take place at the same time as Children’s Arts Week, a national campaign coordinated by Engage, the organisation that leads on gallery education. This is very much a backdrop for us and the Durham campaign will be about much more than the visual arts – encompassing creativity in its broadest sense and covering all art forms as well as museums and heritage.

The 2018 campaign is a pilot, with a focus on celebrating the great work that’s happening already than initiating new activity. If successful, the vision is to run the campaign in future years, building in greater levels of scale and interactivity.

### **Aim**

Our overarching aim is to raise awareness of and the profile of the rich cultural offer for schools in County Durham, and to celebrate and shine a light on some of the excellent work that already takes place.

### **Key messages**

- (To schools/ education settings) Keep up the good work – creativity is such an important part of a broad and balanced curriculum.
- Do even more - access to a creative education and cultural experiences can help to build children’s individual confidence, happiness and health (NE Case for Culture 2015).
- County Durham is a great place to live, work and bring up a family.
- There is an incredibly rich cultural offer on the doorstep – from world-class festivals and award winning museums to long-established arts organisations delivering high quality artist-led work in schools.
- This is what’s available on your doorstep – and each cultural organisation would be delighted to hear from you to discuss how they can respond to your needs.
- For teachers/ education professionals: you can engage with the campaign through social media and share pictures of your pupils being creative. The campaign hashtag is #durhamcreativelearning18 and social media channels will be set up.

CDCEP has recently commissioned research into cultural engagement through schools in County Durham, so we are also hoping to be able to share some findings and good news stories emerging from the research during the week.

Target audience groups for the campaign are: teachers working in formal education settings, school governors, families living in County Durham, key stakeholders/ decision-makers, and the wider cultural sector. Our key priority however is inspiring teachers and educational professionals to get involved with the campaign.

The campaign will launch on the Monday 11<sup>th</sup> June with a photocall in a high profile location in the county. Each day throughout the week we'll be sharing children and young people's personal stories of how arts and culture has made difference for them and transformed their lives in some way - a call to action challenging us all to ensure that *every* child in the county has access to the wonderful breadth of cultural opportunities this county has to offer.

Durham Sixth Form Centre has already given in-kind support to the project and their graphics lead has developed a logo and visual styling for the campaign. (see appendix 1).

### **Scope of work**

Your role will be to coordinate and manage all communications activity to promote County Durham Creative Learning Week 2018. Specifically, this will involve the following:

- Refining the communications plan that has already been developed for Creative Learning Week, and identifying what will happen, and when.
- Setting up social media channels from scratch for County Durham Creative Learning Week – including Facebook, Twitter and Instagram. These channels will become the County Durham Cultural Education Partnership feeds once the Creative Learning Week has ended.
- Quickly building the online presence for Creative Learning Week and proactively managing the channels.
- Researching and generating compelling content for social media platforms. This may include taking photographs and producing short films (although we recognise that you may not be a professional photographer or filmmaker).
- With direction from the CDCEP working group, researching children and young people's personal stories of how arts and culture has made difference for them and transformed their lives in some way, and having at least one story per day ready for Creative Learning Week.
- Leading on PR and securing significant positive media coverage for the project, coordinating and organising a press and media launch for the week.
- Acting as the point of contact for journalists and photographers, managing them at the launch and handing enquiries from press and media.
- Provide an end of project report to key stakeholders, highlighting extent of press and media coverage and particularly positive coverage or feedback secured.
- You will report to Eileen Atkins, Area Manager: Tees Valley & County Durham at Culture Bridge North East.

### **Budget available**

There is a total of £3,500 available for this contract, including all expenses.

### **Person specification**

- An understanding of culture and the arts and of cultural opportunities for children and young people.
- A demonstrable understanding of integrated communications planning and delivery across the arts and culture – including setting up and managing digital communications.
- Experience of innovative approaches to engage new audiences through communications activity.
- A track record of managing PR campaigns creatively to secure media positive coverage.
- Good networks within and understanding of local, regional and potentially national media.

- Excellent interpersonal skills, ability to communicate effectively with diverse audiences, participants, artists and partners.
- Demonstrable ability to work independently for a wider partnership.
- Excellent writing skills with the ability to tailor content appropriately for a variety of audiences and platforms.
- Flexibility of approach – being able to adapt, experiment and evaluate results.
- Excellent time management skills, positive and results driven.
- Understanding and experience of digital evaluation metrics and producing reports.

**For further information and to express an interest**

For further information contact Eileen Atkins, Area Manager: Tees Valley & County Durham at Culture Bridge North East - [eileen.atkins@twmuseums.org.uk](mailto:eileen.atkins@twmuseums.org.uk) tel 0191 2772189.

To express an interest, please send:

- Your CV
- A covering letter plus outline plan setting out your approach to this brief - together totaling no more than three sides of A4
- Details of how many days you could offer to the project and your daily rate

To Eileen Atkins at the email address above by **5pm on Wednesday 4<sup>th</sup> April 2018.**

Interviews will be held on **Thursday 12<sup>th</sup> April.**

## Appendix 1

### INITIAL CONCEPT BRANDING & IDENTITY

#### RATIONALE:



Circular format taken from the Sanctuary Knocker along with the heritage green colour.

#### Colour Palette



Strong coral tone contrasts with the green and gives a bright, youthful feel.

Loose curving lines inspired by detail on the Sanctuary Knocker and drawn to reference the curvaceous River Wear.

Clean, simplistic type and delicate colour will allow accompanying photography etc to shine and perform.

The missing crossbar from the letter A suggests design consideration, playful, creative thought. It also creates a directive icon that can be used alongside the logo in wider branding.

