

## BRIEF

### Freelance Marketer, May 2019 – September 2019

#### Introduction

Creative United is seeking a freelancer marketer to promote the new Prosper North business support programme for cultural and heritage organisations across the North.

Below is information about Creative United, the Prosper North programme and the role of the freelance marketer, including objectives, timeline and key deliverables.

The marketing campaign is to be carried out between May 2019 and the end of September 2019. Our total budget is £3,000, including VAT. We welcome competitive quotes, detailing your approach to delivering this piece of work.

#### Responding to the brief

Please send your proposal including the following information to Sarah Thirtle, [sarah.thirtle@creativeunited.org.uk](mailto:sarah.thirtle@creativeunited.org.uk), by 5pm on Tuesday 7 May 2019.

- A brief statement setting out your approach to delivering this brief, including your fee quotation and detailed cost breakdown
- Evidence of your knowledge and understanding of the target market for this campaign
- Examples of previous campaigns completed for clients on a freelance basis
- A statement or CV setting out your ability to meet the requirements of the person specification detailed in this brief

#### About Creative United

Creative United is an entrepreneurial community interest company, that supports economic growth and social impact in the arts, cultural and creative industries. We provide a range of programmes and business services which enable the development, growth and sustainability of organisations and enterprises operating within these sectors.

Our vision is for artists, creative enterprises and cultural organisations to have access to the specialist skills, professional advice and services they need to achieve their ambitions for growth and impact within their communities.

You can find out more about us on our website [www.creativeunited.org.uk](http://www.creativeunited.org.uk).

#### About the Prosper North programme

The Prosper North programme, funded by the National Lottery Heritage Fund, is aligned with, and has outputs feeding into, the Northern Cultural Regeneration Fund (NCRF), delivered and managed by The Key Fund in Sheffield.

In 2018, Key Fund, in partnership with Creative United and Social Investment Business, was awarded a Government contract to manage a £3.2million repayable social finance fund for creative, arts and cultural heritage organisations across the 11 northern-most Local Enterprise Partnership (LEP) regions in England. NCRF will make c. 30 social repayable finance deals, some of which would be a mix of grant and loan, between March 2019 and March 2021.

Part of this initiative is Creative United's delivery of an enterprise and investment readiness support programme – Prosper North. This programme is built on the expertise, learning and best practice garnered by Creative United in their delivery of its Arts Council funded Creative Industry Finance (2012 – 2016) and Prosper (2017 – 2018) programmes.

Through the provision of free, tailored one-to-one business advice, group workshops and peer learning events from Prosper North, a pipeline of investment-ready organisations will be created. At least 80 cultural and heritage organisations across the North will be enabled to improve their resilience and business growth prospects. Some of these will be progressed and supported to secure NCRF's investment deals.

Prosper North's target outcomes and impacts cultural heritage organisations based in the North of England include:

- 8-10 organisations progress to access NCRF repayable social finance via Key Fund;
- 80 organisations achieve increased business and enterprise confidence and skills;
- 80 organisations achieve improved understanding of routes to a diversity of funding and finance;
- Improved measurement and articulation of social impacts among cultural organisations;
- Improved resilience and sustainability
- Improved investment readiness and appetite to explore social investment as an alternative to grant funding

Prosper North's target beneficiaries are micro, small and medium sized not-for-profit organisations or social enterprises that span the cultural and heritage\* sectors. These could include, but are not limited to:

- Independent museums;
- Local archives;
- Historic or culturally-important buildings;
- Venues or theatres with local/regional significance;
- Festivals promoting or curating traditional (either locally, regionally nationally) art or performance;
- Community-based or volunteer-led arts or cultural organisations working with diverse participants and audiences.

\* Heritage can be physical (buildings, archives, exhibits etc.) or non-physical (locally-, regionally- or nationally- significant music, poetry, dance, stories, film, visual art, traditional craft etc.)

Prosper North is available to organisations based in the 11 northern-most Local Enterprise Partnership (LEP) regions. These are:

1. North East
2. Tees Valley
3. York, North Yorkshire and East Riding
4. Humber
5. Sheffield City Region
6. Leeds City Region
7. Greater Manchester
8. Cheshire and Warrington
9. Liverpool City Region
10. Lancashire
11. Cumbria

### **About the role**

The freelance marketer will work closely with the Director of Business Support Programmes and Head of Marketing and Communications at Creative United to promote Prosper North, engaging with potential applicant organisations and raising awareness of the programme across networks.

In particular, you will promote the 4/5 Prosper North briefing events taking place between May and August, encouraging registrations via Eventbrite.

Key deliverables:

- Researching, identifying and engaging with target programme applicants across the regions covered by Prosper North
- Researching, identifying and engaging with useful cultural and heritage networks in the regions covered by Prosper North
- Encouraging sharing of Prosper North promotional information, including about the briefing events, across networks
- Driving registrations to the briefing events and potential applicants to the Creative United website
- Creating content using locally-, regionally- and sectoral-relevant themes and stories, to be used on the Creative United website and social media channels to promote the programme
- Monthly reporting to the Director of Business Support programmes on outputs and outcomes of work carried out

KPIs:

- 15+ registrations at each briefing event (see dates in timeline below)
- 100+ sign ups to the Prosper North mailing list
- 5 pieces of content created which can be used either on the Creative United website or on our social media channels

## Person specification – Required skills and experience

You have experience of:

- Marketing for the charitable, not-for-profit or third sector, and have demonstrable knowledge of cultural or heritage networks or issues in the North of England
- Publicly-funded programmes which deliver positive social impacts
- Communicating with audiences across a range of communities, either over the phone, in email correspondence or face-to-face
- Creating engaging and accessible content for the web and social media
- Promoting press or briefing style events
- Working in a proactive and effective way with stakeholders who are based remotely
- Managing your own time effectively to achieve targets within deadlines

## Timeline

29 April 2019	Freelance marketer brief published
7 May 2019	Deadline for proposals responding to the brief
9 May 2019	Appoint freelance marketer
13 May 2019	Kick off meeting (Skype or phone)
29 May 2019	1 <sup>st</sup> briefing event, Sheffield TBC
18 June 2019	2 <sup>nd</sup> briefing event, Grimsby TBC
03 July 2019	3 <sup>rd</sup> briefing event TBC
17 July 2019	4 <sup>th</sup> briefing event TBC