

FREEDOM FESTIVAL ARTS TRUST IS RECRUITING FOR A

MARKETING FREELANCER

Freedom Festival Arts Trust is seeking a suitably qualified freelancer to lead on the development and delivery of the Marketing for Freedom Festival 2025.

The successful applicant will work within the FFAT team and must be able to demonstrate a full range of Marketing skills to support the promotion and delivery of the festival.

FFAT is looking for optimum cost effectiveness, innovation and a bold creative vision that will enrich our local, national and international identity. We expect the applicant to be able to cover:

- The development and delivery of a marketing campaign to promote the 2025 Freedom Festival
- The generation/maintenance of online profile
- Advertising
- Website content
- Social media
- Newsletter
- Festival promotional collateral
- Festival signage/dressing



Applicants must demonstrate a strong understanding of our target markets and how they would seek to support us in achieving our strategic ambitions. FFAT are looking for a creative, dynamic individual who can provide an innovative, resourceful and inspired approach to this programme of work.

The applicant may work alongside an independent PR practitioner and/or other, named, creative partners, or existing FFAT partners to fulfil the communications requirements for the organisation and associated artistic/cultural programme.

This document outlines the organisation's core marketing objectives. In your application, you will seek to demonstrate that you meet all the selection criteria detailed in this document.

ABOUT FREEDOM FESTIVAL ARTS TRUST

Freedom Festival Arts Trust is one of the pioneer organisations in Hull's cultural revolution. Producers of Freedom Festival, the Trust is anchored in the city of Hull and influential in the global arts sector, bringing thousands of people to the city each year to experience world-class performances and exhibitions.

Freedom Festival began in 2007 as part of the bicentennial commemorations of the first anti-slavery act in parliament in 1807 and as a way of celebrating one of the city's most important politicians and his work within the abolitionist movement. William Wilberforce.

The concept of freedom is deeply embedded in everything we do at Freedom Festival. Today our work incorporates not only freedom from slavery, but much more beyond that, tackling many different types of injustice all around the world. It's important to us to give voice to often unheard communities in creative projects that highlight issues of social justice. We are always exploring what barriers to freedom still exist and how to break these down.

To find out more about our work, please see our website https://www.freedomfestival.co.uk/

Each year around 70,000 people come together in the centre of Hull to experience and participate in a bold and radical programme of arts in public and civic spaces. We provide memorable experiences and a chance to be a part of something extraordinary by developing and commissioning programmes that embed local people in internationally significant work. The aim is to help foster individual wellbeing, build confidence and to create stronger, more cohesive communities. From epic spectaculars unfolding in public spaces, to intimate moments where audiences and artists meet - we create, curate and deliver exceptional large-scale events, small-scale happenings and many cultural programmes that bring thousands of people together each year. We invite audiences to participate in, and to experience the joy of shared cultural encounters in the hope we enhance wellbeing and foster a greater connection to place. We believe festivals, particularly in public spaces, do this best - we take our art to where the people are.

Freedom Festival Arts Trust is a not-for-profit organisation established in 2013 and is one of Arts Council England's

National Portfolio Organisations. Regarded as a leader in the field of outdoor arts, it is core funded by and works in partnership with Arts Council England, Hull City Council and the University of Hull. Key partners include In Situ, Global Streets, Circuscentrum, The Warren Youth Project, The British Council and many other vital funders, sponsors and individual supporters dedicated to the farreaching work of FFAT.

Since 2013 we have supported over 18,000 local people as participants in year-round participatory projects, commissioned or presented 175 new works, supported 686 artists to enhance their practice, and contributed over £25m to the local economy.

The artistic programme is multi-disciplinary and collaborative across regional, national and international arts sectors. We collaborate not just with the arts sector but also with academic partners, human rights organisations, activists, educationalists, scientists, designers, engineers, manufacturers, conservationists, environmentalists and most importantly the general public.

Freedom Festival is globally connected, outward-looking and committed to learning from partners. We operate within creative, touring and commissioning networks including In Situ, Global Streets and We Live Here, and with local and regional cultural, civic and academic organisations to support the creation of new work and deliver a wealth of creative projects based on our key strategic priorities.



ABOUT US

We champion the city of Hull, commissioning world-class art and nurturing local talent, and evidencing a tangible and enduring contribution to the social wellbeing, cultural offer and economic standing of the city.

We are a gateway to international makers, cultivating opportunities for the city to network, collaborate and be inspired. As a major cultural event, we are making a major contribution to the wider cultural development of the city and the region, actively engaged in shaping the next stage of the cultural journey with city and national partners.

Freedom Festival Arts Trust is an Arts Council Band 1 National Portfolio Organisation and receives annual investment from Hull City Council. Other income is sourced from sponsorship, trusts and foundations, EU culture funds, national touring networks, investment from international embassies and partners, and a modest income from commercial activity during the festival. Over the coming years we aim to increase our earned income to continue growing our resilience and sustainability.



We have a small core staff team; Festival Director, Administration Manager, Business Development Manager, Producer, and Engagement Producer with additional Finance and Operational support.

We engage a wide and diverse range of freelance staff and specialists to deliver projects, manage participation and education, monitoring and evaluation, event production, health and safety and engage in excess of 100 volunteers per year to assist with the festival and any in-year events we produce.

Freedom Festival Arts Trust require a Marketing Freelancer to work alongside the Festival Director, core team and other key stakeholders to create and deliver a dynamic, high impact yet cost effective marketing campaign for Freedom Festival Arts Trust and the annual Freedom Festival in 2025.

ORGANISATIONAL VALUES



Everyone can find their passion in the arts, as a viewer, as a participant, as a supporter, a volunteer and as an arts maker. and we value the creative potential in each citizen



A belief in the capacity of excellent arts and culture to change lives and communities



A belief in the power of arts and culture to transmit fundamental human values and inspire all to embrace and celebrate our freedoms



A commitment to diversity as the essence of what we mean by freedom



International outlook supports new ways of thinking, new beliefs and improves life opportunities



We are an arts organisation, rooted in the city of Hull, with the exploration of freedom as our driver



Freedom Festival is the vessel for artistic. creative and ambitious ideas to find and reach their audience



We work with artists we believe in mentoring, commissioning and producing their work for presentation in Hull and beyond



A bold artistic vision which breaks down barriers between art/ artists and audiences and places art in public space



Audience is central in our work: we programme our output based on audience feedback but also with the ambition to challenge and excite them with work they have not yet conceived of



Arts and cultural activity can have positive economic impacts for place, helping people rise from poverty and a city to grow and become more desirable





IMPACT OF **FREEDOM** FESTIVAL 2024

66,092

audience members came to see

artists 52 companies present

218 events

Economic impact approx. £1.8 m

576 community participants

84 volunteers 802 hours

OOH 1.5 m





KEY RESPONSIBILITIES

STRATEGIC COMMUNICATIONS

- To create, deliver and evaluate a bespoke marketing campaign for the 2025 festival.
- Create a campaign aligned to our audience development strategy.
- Develop and deliver marketing activity alongside advice and guidance on the positioning of the annual Freedom Festival.
- Supporting with other general FFAT marketing activity during this timeframe.

DIGITAL, MEDIA AND ADVERTISING STRATEGY

- Management and monitoring of our social media channels.
- Developing and implementing a coordinated digital advertising campaign across social media for programme content and ticketed events.
- Aligning with our digital marketing campaign, creation of regular newsletters with announcement of festival programme, promotion of ticketed events and other festival news.
- Liaising with external ad agency to develop and implement OOH advertising.
- Liaising with external PR agency to implement online and print advertising.
- Booking of city centre ad spaces.
- Liaising with festival photographer and videographers.

GRAPHIC DESIGN AND CREATIVE STUDIO SUPPORT

- Work with a design studio on social media graphics using the Freedom Festival brand.
- Work with a design studio on email graphics such as invites for launch event.
- Work with a design studio on the design of printed marketing collateral, including a main festival guide, poster artwork and any other relevant publications.
- Work with a design studio to provide all on-site signage designs (including programme boards, directional signage, flags and stage dressing).
- Work with a design studio on sponsorship assets to support all sponsors (including, if required, adverts for publications, logo manipulation, digital artwork for their own website and social media).
- Work with a design studio on production, crew and volunteer resources such as access passes.
- Layout of festival map(s) and associated travel information and guidance.
- Work with a design studio on adverts for all digital and printed advertising to be provided to an ad agency.

WEBSITE & APP MANAGEMENT AND MAINTENANCE

- · Maintain and update website content, including management of our latest news blog.
- Input all core programme content details for the 2025 festival onto our What's On page.
- Upload relevant images and documents to website.
- Liaise with our web hosting company for website updates.
- Ensure all core funders, partners and sponsors logos are up-to-date on the website for the 2025 festival.
- Liaise with our app developer for any updates needed to the web app
- Input all core programme content details onto the app.

KEY RESPONSIBILITIES

PRINT MANAGEMENT

- To manage a print plan of all materials to be printed for the festival.
- To manage budget and costs associated with designed materials.
- To facilitate and arrange the printing of our main festival guide (Approx. 20,000 guides) with a printing supplier.
- To arrange the distribution of main festival guide across city and surrounding areas with an external supplier.
- To arrange the printing with a supplier of all on-site signage (Further details under Signage, Production & Installation)
- To arrange the printing with a supplier of accreditation badges and lanyards (Approx. 500)
- To arrange the printing with a supplier for any printed collateral (e.g. tshirts, tote bags)

SIGNAGE PRODUCTION AND INSTALLATION

(Covering core festival branding, signage, and way-finding)

- With assistance from external suppliers, dressing of a city-wide festival site compromising
 of 3 core festival zones, other key sites and routes, to include utilising existing inventory and
 newly printed signage.
- With assistance from external suppliers, production and installation of: programme signage including full programme listings, highlights, commission information, large format maps and listing of all of our core funders, partners and sponsors across the festival site.
- With assistance from external suppliers, production and installation of way-finding signage covering directional needs (e.g. arrows, zone markers).
- Utilising existing Freedom branded signage for operational needs (e.g. toilets, first aid).
- Utilising existing pull-up banners, flags and other general signage across launch event, exhibition spaces, and other relevant venue sites.

POST-FESTIVAL

- Assist in festival pack-down removing all festival signage and storing reusable materials.
- Analysis of marketing data across the festival and creation of post-festival marketing report to be presented to the FFAT board.
- Provide marketing data analysis to feed into post-festival impact report.
- Post-festival wrap-up duties.
- Following up and receiving media from festival photographer and videographer to approve and seek approval from Festival Director for distribution on our website and digital channels.





SELECTION CRITERIA

EXPERIENCE

Freedom Festival Arts Trust is looking for evidence of your ability to deliver a multi-channel marketing strategy aligned to our organisational objectives. Particular experience of the cultural sector locally and nationally would be advantageous.

QUALITY OF WORK

Your application should make clear your ability to manage, deliver and monitor the programme of work, responding to opportunities & threats.

INNOVATION

We are constantly seeking to apply innovation across all areas of our work and as such we are looking for a dynamic, creative marketing freelancer to apply innovation throughout the promotion and delivery of the festival. We are open to applying new approaches to achieving our objectives.

We would be happy to discuss marketing and creative partners that we have existing relationships with.

FEE/SALARY

The fee is £10k to deliver the work, including being present at the festival. Work in the FFAT office is required.

TO APPLY

Send a CV, 2-page cover letter on how you meet the criteria and why you have applied for the role, alongside links to examples of previous marketing campaigns.

Full application details overleaf.

APPLICATION PROCESS

Please send your CV along with a supporting 2-page cover letter that addresses how you meet the criteria and why you have applied for the role, including links to examples of previous marketing campaigns.

Please send your application to recruitment@freedomfestival.co.uk

Deadline

11:59pm Sunday 8th June

Interview

Please indicate your availability for interview on 17th June

Questions will be shared in advance.

Start Date

We are looking for the appointed person to be in position as soon as possible.

FFAT are committed to being an inclusive employer and workplace and recruiting a workforce that is as diverse as the communities we serve. However you identify, and whatever background you bring with you, we welcome you to apply for this role.

If you require any access support during the application and interview process, please contact <u>recruitment@freedomfestival.co.uk</u> and we will make the appropriate arrangements.





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