

Brief:

Marketing & communications for our Covid research conference and report

Summary

We are looking for an experienced marketing/communications practitioner, to:

- Devise and deliver a marketing and communications campaign to promote our Covid-19: Changing Culture? conference (which takes place on 17/18 November)
- Plan and deliver delegate communications before during and after the conference
- Plan the dissemination of a report sharing findings from the research, including supporting content

Please note, funding means that this contract can only run to the end of November. The report sharing findings will be released in January 2021. If further funding becomes available there is the possibility of additional days (with an additional fee) in January to deliver the dissemination.

Budget: £4,200

(This amount must include all fees and expenses and VAT if applicable)

Closing date: 4 October 2021, 9am

Please email proposals to: ccv@leeds.ac.uk by 9am Monday 4 October 2021. Please read this brief for more information on what to include in your proposal.

SECTION 1: Background and context

About the Centre for Cultural Value

The Centre for Cultural Value wants cultural policy and practice to be shaped by rigorous research and evaluation of what works and what needs to change. Over the next five years, we will work in collaboration to build a better understanding of the differences that arts, culture and heritage make to people's lives and to society. We will work with partners across the UK, to:

- Make existing research more relevant and accessible so its insights can be understood and applied more widely.
- Support the cultural sector and funders to be rigorous in their approaches to evaluation and to foster a culture of reflection and learning.
- Encourage new research partnerships between academics and the cultural sector through our Collaborate fund.

Based at the University of Leeds, the Centre's core partners are The Audience Agency, The University of Liverpool, The University of Sheffield and Queen Margaret University, Edinburgh.

The Centre is funded by the Arts and Humanities Research Council, Arts Council England and Paul Hamlyn Foundation over five years. The Centre started work in October 2019.

About the Covid-19 research project

Covid-19: the impacts on the cultural sector and implications for policy

We are leading a [national research programme](#) which is building a robust and in-depth picture of the impacts of Covid-19 on the UK's cultural sector. It is led by the Centre for Cultural Value in collaboration with the Creative Industries Policy and Evidence Centre and The Audience Agency.

This project is funded by the Arts and Humanities Research Council (AHRC) through UK Research and Innovation's Covid-19 rapid rolling call.

The project aims to deepen understanding of the impacts Covid-19 is having on cultural organisations, the cultural sector workforce, and audiences. It will also identify the implications for how and what policy decisions are made in response to the crisis.

About the Covid-19 research online conference

[The online conference in November](#) (17-18th) will bring the various work strands of the project together to present final research findings and policy implications, forming the culmination and dissemination of 15-months of rigorous mixed-methods research and analysis.

The programme will be mix of panels and discussions with plenty of opportunity for networking and connecting with others, using the platform Airmeeet. Tickets will cost £25 for the two days and free places will be available for freelancers and unwaged cultural practitioners.

The conference will be held over two days with roughly 4-6 sessions per day. Project researchers and investigators will speak at the conference, as well as a variety of guest speakers.

Covid-19 research project communications goals

- To translate and share emerging findings in a timely and coherent way with project stakeholders and audiences.
- To encourage policymakers to use the research findings to inform how and what cultural policy is made in response to Covid-19.
- To share findings with cultural sector practitioners and networks to inform their business planning and creative response to the pandemic.
- To share findings with other cultural industries researchers and researchers examining the impacts of Covid-19 so that we build a collective body of knowledge and evidence.

Aims and objectives of our online conference

Goal

To present final findings from our Covid-19 research project to help inform planning and policymaking

Primary objectives

- To curate a programme of events that foregrounds relevant research insights and highlights a wide variety of voices, perspectives and approaches.
- To share final research findings with tailored content 'pathways' available for our three key audience groups so they can easily engage with the sessions most relevant to them.
- To use the conference sessions to open up discussion, challenge thinking and encourage critical reflection.
- To create opportunities for delegates and contributors to connect and learn from each other as well as from insights from the research.
- To create a positive, future-facing focus – What have we learned? How do we sustain change and create a more equitable cultural sector for the future?

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Key audiences

1. People working in the arts / heritage / cultural / screen sectors who want to access learning & research to inform future business models and ways of working for both themselves and their organisations.
2. Academics and researchers interested in cultural value and broader / related fields.
3. Funders and policymakers who want to learn how to best support the cultural sector and cultural audiences in the future.
4. Researchers at other universities or research organisations who want to inform their own ongoing research and connect with other researchers.
5. Project stakeholders

Our values

The online conference content and delivery will be informed by our values:

- Objective — Independent / Clear
- Collaborative — Listening / Connecting
- Confident — Engaging / Creative
- Robust— Rigorous/ Questioning
- Responsive - Flexible/Open to change

Principles of our events

The online conference will be characterised by the following:

- **Interactive** – it's about the power of conversation not presentation. The format should foreground facilitating interaction and debate.
- **Clear communication** – be clear about the objectives and audience for each event. What the attendee will get from the event / how can they contribute, what will the post-event actions be?
- **Inclusive with a diverse range of voices and experiences** – the programme includes voices of lived experience / participants, grassroots organisations, artists, researchers and cultural organisations. Contributors will be from a range of diverse backgrounds and perspectives and the event is promoted to a wide range of potential attendees.
- **Democratic** – includes opportunities for attendees to convene their own networking tables to explore emerging questions and conversations.
- **Accessible** – events will be as inclusive and accessible as possible, including formats, venues, digital platforms, communications and resources. We will meet access needs for attendees wherever possible.

SECTION 2 – THE BRIEF

The contractor will work closely with Tamsin Curror, the Centre's Communications Manager and Alex Lancaster, the Covid Research Project Coordinator. You'll also work with our freelance event producers.

The contract will start at the beginning of October and we anticipate it will be approximately 15-20 days work during October and November. We are releasing ticket bookings for the conference ahead of this contract at the end of September.

Key deliverables

Conference

- Develop a marketing and communications action plan to promote our Covid conference with our key audiences.
- Develop key messaging and calls to action for the campaign.
- Lead work to create a set of branded campaign visuals/assets for the conference e.g. social media cards, newsletter headers, event slides, Airmeet branding (support with creating these will be available)
- Create social media content and newsletter content that can be easily shared by our partners, funders and networks.
- Develop a social media campaign to promote the programme overall, highlight contributors and sessions, and to generate engagement with the programme content before and during the programme.
- Develop newsletter and blog content that promotes the programme and highlights contributors.
- Plan and deliver media relations.
- Map the delegate journey from initial interest to post-conference and plan delegate communications that give the right information at the right time. To include before, during and after the conference, including shaping a welcome film and drafting and scheduling emails.

Dissemination planning

- Develop a marketing and communications action plan for the dissemination of a research report that will be published after the conference (and will respond to questions raised during the conference).
- Outline and cost supporting content for a communications campaign around the report.

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Milestones

We will work together with the successful bidder to agree a final set of milestones and deliverables.

Budget

Our budget for fees is *up to* £4,200 including VAT and we expect that the contract is 15-20 days work, depending on day rates. There will be a small additional budget available for design.

Submitting a proposal

Please submit a short proposal including:

- A brief outline of your approach to delivering this activity, including outline timescales, your fee quotation and cost breakdown.
- Evidence of your knowledge and understanding of the target market for this campaign
- Brief examples of previous campaigns you have run.
- A CV detailing your relevant experience and skills to achieve the deliverables outlined in the brief (if more than one person will be delivering the contract please give details of all those who would be involved).
- Details of two people we could approach for a reference.

Please email proposals to: ccv@leeds.ac.uk by 9am on Monday 4 October 2021.

Further information:

- Proposals will be assessed against: relevant experience and track record of successful delivery of marketing and communications campaigns; quality of approach outlined in the proposal and evidence of value for money.
- We reserve the right to undertake references and financial checks before awarding, or, during delivery of the contract.
- The successful bidder will develop and agree a work schedule including key milestones, programme activity and number of days to be worked against which payment will be made.
- Arrangements will need to be put in place for regular communication with the Communications Manager and Valuing Culture curator/producer.
- The contract can be delivered from anywhere in the country.

For further information about this brief please contact:

Tamsin Curror t.curror@leeds.ac.uk or Alex Lancaster on a.g.lancastle@leeds.ac.uk

Please note that Tamsin is away 24 September – 1 October