



## Marketing and PR Brief

February 2022

### 1. Summary

Creative Crawley is looking for an experienced Arts and Culture PR/Communications freelancer to raise the profile of our *Enliven: You're Welcome* season. The Enliven programme is a year round series of artworks, performances, workshops and creative experiences which aims to bring Crawley town centre to life through arts and culture, funded by Crawley Town Centre BID and produced by Creative Crawley. The ideal candidate will have a demonstrable track record of delivering successful PR campaigns for Arts and Cultural projects and/or organisations, have in-depth knowledge of industry publications and platforms and a good network of contacts.

We welcome applications from individuals and organisations.

**Fee:** £5000 (plus VAT if applicable)  
**Start date:** End of March / beginning of April 2022  
**End date:** End August 2022  
**Deadline for tenders:** Thursday 24 March 2022 at 12 noon.

### 2. Context

Creative Crawley is a new charity set up by a group of people who have come together to expand creativity and participation in the arts in Crawley through collaboration and innovation. We want to establish a reputation for Crawley as a creative place beyond its boundaries and contribute to creating an environment that fosters happiness, confidence and pride in those who live, work and study in the town.

Crawley Town Centre Business Improvement District is working to create a thriving town centre where people want to be. They have four values; Safe, Enlivened, Showcased and Connected; they believe that this will bring the best of Crawley Town together in a positive and engaging way.

Since June 2021, Creative Crawley and Crawley Town Centre BID (CTC BID) have been working together to bring Crawley town centre to life through arts and culture activity. Funded by CTC BID and produced by Creative Crawley we have delivered two seasons of work to date spanning a range of activities from outdoor performance to a 60 metre public artwork and regular creative workshops.

From May to September 2022, as part of Crawley Town Centre's 75<sup>th</sup> anniversary celebrations, we are producing a new season called *Enliven: You're Welcome* which celebrates the migratory history and welcoming nature of the town. The season includes:

**Sat 14 May:** Brighton Festival Without Walls day of outdoor performance in Crawley town centre including *Future Cargo* by Requardt and Rosenberg, *Look Mum No Hands!* By Daryl Beeton Productions and Mimbire and *There Should Be Unicorns* by Middle Child.

# CREATIVE

C R A W L E Y

**Sat 28<sup>th</sup> May, Sat 25 June, Sat 30 July:** Give it a Go free workshops in the town centre exploring different creative acts including slapstick comedy, sculpture and drawing comic characters.

**Thurs 11<sup>th</sup> – Sun 14<sup>th</sup> August:** Animated Objects will bring a unique series of live events to Crawley. *The Survivor* is a large scale puppet project that will visit a number of destinations in the town. The puppet is a young girl who is displaced; a survivor of conflict and warfare; and she has arrived in a place unfamiliar to her. She is lost; frightened and alone. She is a refugee; seeking safety and asylum. She stands at almost 5 metres tall.

### 3. The brief

The freelancer will work with the Creative Crawley team to develop and help deliver a PR and Marketing strategy for the distribution of communications to raise the profile of the season on a local, regional and national level.

#### Objectives

- Position the season as a major creative moment for Crawley ensuring the focus is on welcome, positivity and celebration of difference.
- Encourage positive engagement with the *Enliven* programme and highlight the difference we are striving to make with it.
- Develop a marketing and PR strategy for the season including developing innovative ideas for activity around *The Survivor* making the most of the unique opportunity this project affords Crawley.
- Work with the team to develop a range of stories to raise the profile of the season and as a result Creative Crawley and our partners.
- Increase our local, regional and national network of key press allies within the arts and mainstream press and make introductions which will benefit Creative Crawley and our partners in the long term.
- Produce and distribute press releases announcing the season to reach a local, regional, national and industry audience.
- Identify opportunities for profiling the season in-line with current trends and developments and highlight case studies and good practice.
- Support our development activities through the campaign by building new partnerships and increasing attendance.
- Any other activity related to PR and Marketing as befits the role.

As part of the agreement, we will agree a set of deliverables including target publications, target coverage and reach and timescales for delivery.

## 4. Terms

- The Creative Crawley team consist of a part-time Creative Director, Digital Marketing Content Producer and Graphic Designer, Production Manager and we are about to recruit for a Trainee Producer.
- We have an office bases at Crawley College and Freedom Works in Manor Royal Business Improvement District. The team work from the office and remotely.
- The Marketing and PR freelancer will be expected to work predominantly remotely and at the office when necessary.
- The Marketing and PR freelancer will be expected to use their own PC/Laptop, software packages, internet access and online storage facilities for the completion of the work.
- The appointment will be made to an organisation or as a freelance contract, the organisation/practitioner having the status of a self-employed person responsible for all tax liabilities and National Insurance or similar contributions and must be registered with a UTR number.

## 5. Timescale

<b>2022 dates:</b>	
Informal discussion	Contact Sam Evans or Louise Blackwell <a href="mailto:hello@creativecrawley.com">hello@creativecrawley.com</a>
Thursday 24 March 2022 at 12 noon	Deadline for tenders
By 30 March 2022	Tender awarded based on assessment criteria outlined below and following informal interviews with shortlisted applicants
w/c 4 April 2022 / ASAP	Start date
End of August 2022	Completion of work

## 6. How to apply

Please submit tenders to [hello@creativecrawley.com](mailto:hello@creativecrawley.com) by 12 noon on **Thursday 24 March 2022**.  
Tenders will be assessed against the following information.

<b>EXPERIENCE, SKILLS &amp; ABILITY</b>	<b>A current CV</b>
	<b>A covering letter</b> outlining your relevant experience, what excites you about the brief, how we can best work together and why you want to work with us (no more than 2 pages A4) <b>OR a short film</b> (no longer than 3 minutes) sharing the same information.
	<b>Contact details for 2 referees</b> – these should be clients who have commissioned you for work similar to this brief in the last two years.
	Details of your status as a business/self-employed
	Please confirm that as a freelancer you will be able to use your own PC/Laptop, software packages, internet access and online storage facilities for the completion of the work.
<b>Timescale and cost</b>	<b>An outline of your approach to the brief</b> , including deadlines for delivering the brief and the number of days you would allocate to delivery of the contract