

## Digital Campaign Co-Ordinator - Brief

Creative Advantage Fund (CAF) is carrying out a small research project to establish how arts and cultural organisations might approach investment and asset leverage in a way that is congruent with their overall structure, governance and vision. Using a mixture of desk research, interviews and case studies CAF will consider the following questions:

- What **type of return on investment** might be available and appropriate to investors in arts organisations? Who can receive it? Which models are appropriate in specific artforms?
- What are the **legal, financial and, if necessary, regulatory structures** and hurdles that need to be addressed and what are the practical steps for addressing them? If surmountable, how; if insurmountable, what other models are available and suitable.
- What are the **governance** implications for an arts organisation which wants to behave more entrepreneurially and specifically how, if at all, can it resolve the tension between public scrutiny and entrepreneurial risk in line with an artistic vision?
- What are the **skills, knowledge and attitudes** required inside an arts organisation to facilitate an investment mindset?

### Outcomes

We will collate this research and create content to conduct a 5 – 10 day social media campaign across a range of platforms to target NPO senior management. Some of the content will be decided as a result of the research but at this stage we imagine that they may include:

- Type of return in investment: a **short comparison/ explanation** of the return in investment and possible case studies of successful forays by arts organisations.
- Legal and regulatory structures: **A step-by-step toolkit or process map** for arts organisations to follow.
- Governance: Some **checklists, essays or articles** and possibly other resources for boards to use in their discussion of this issue
- Skills, Knowledge and Attitudes: some **case studies, possibly some online quizzes or resources** that will allow some form of diagnostic for staff and boards to assess their “investment readiness”.

## Campaign outline

### ***Applying for NPO to create more art or better art? Money matters! (working title)***

#### **Key Message: Arts organisations need to shift from a subsidy mindset to an investment mindset**

There are many more ways of making money than grant funding and we need to get better at talking about that.

#### **Complimentary messages:**

##### **Who me, Yes you?**

It's for any size, any type, any artform. Any level of experience/ scale. You probably have the skills you need already but might just need some "jargon translation" or some support.

##### **Investment is in many forms**

Investment is not debt finance – necessarily – and loans are not something to be scared of. Investment can take many forms, shapes, sizes and scales.

##### **Why do it?**

If you want to be future proofed (Grants are not going to last forever or be as generous in the future)

If you want to do more art and reach more people or reach people more profoundly (scale needs money)

If you want space to fail with a safety buffer (you need cushioning or supercharging to try and learn).

If you want to pay people better and improve benefits or improve infrastructure (if you want to change fundamentals of your business model and conditions, you need to be thinking differently)

## Target audience

NPO CEO	Individual producers and curators
NPO ADs	Organisations in regular receipt of Project money
NPO director/ trustees	Recipients of ELEVATE funding
NPO Treasurers & Chairs	

## Main platforms

This will be a targeted campaign at the above audiences through 2 vehicles.

- 1) Arts Council's newsletter/database (currently establishing the mechanisms)
- 2) Social media across mainly Twitter and LinkedIn with some targeted facebook accounts. Likely to use an existing "influencer" Twitter feed rather than set up a new one e.g. Helga's account, Arts Council's Account, or a key partner. (currently establishing a list of amplifying partners)

This will lead to an aggregated and archived tool using something such as Flipagram that means people post campaign can access the material

**Type of content:**

- Infographics (can be made on Canva)
- Short form blogs/written content
- Links to short stories of examples of investment
- Simple audio clips and video using built in mechanisms within the platforms

Timing/ timetable

Task	20 Sept-3 1 Oct	1-15 Nov	16-30 Nov	1-15 Dec	1 – 15 Jan 2022	16 Jan – 07 Feb
Appoint researcher and project manager						
Research and contract host account and partner “amplifiers”						
Detailed project plan and meetings booked in						
Meeting to answer key q’s and create co-ordinator brief						
Appoint Digital Campaign Coordinator						
Content research and follow up						
Create campaign schedule in outline						
Monitor project plan and collate resources						
First draft of content ready for review/ sign off						
Sign off/ final amends of campaign materials and content						
Campaign goes live – online “launch”						

Deliver campaign – respond irl to content and amplify						
Evaluation and reporting back						
Create online archive and promote						

## Brief for Digital Campaign Co-Ordinator

### CAMPAIGN PLANNING AND DELIVERY

- Establish a campaign plan using the outcomes of the research phase; mapping best content to best platform and best time
- Creating and translating research into appropriate content fit for the platforms (using simple, free tools like Canva or more sophisticated tools such as Adobe if you are comfortable to)
- Co-ordinating the content and ensuring a high level of execution
- Managing engagement of campaign including interaction and signalling to partner accounts
- Working with amplifying partners and Arts Council to ensure messages is reaching desired target audience
- Evolve the plan as needed with feedback from stakeholders
- Monitor and report on analytics of engagement and campaign performance
- Give stakeholders full visibility of the activity and its performance through regular updates and communications
- Create online campaign archive and ensure this is distributed as the final phase of content sharing

### Fee and contract

This is a freelance role within the timescale outlined above. The role works with support from the researcher and project manager and reports to the Lead Consultant, Helga Henry.

This project will be delivered by working remotely, although in person meetings may be possible depending on your location.

The fee is £6,000, being 24 x days (a consultancy day of 8 hours) @ £250 per day inclusive of tools, subcontracting and expenses. The contract will be with Creative Advantage Fund and payment will be in tranches:

50% on signing.

40% on delivery of 19 days

10% at the completion of the project

## How to apply

Please complete the Survey Monkey application form here [link] and also send any supporting documentation to [board@creativeadvantagefund.co.uk](mailto:board@creativeadvantagefund.co.uk).

Deadline for applications **Monday 1st November at noon**. Applications received after this time will not be considered. We will acknowledge receipt of your application.

Interviews: 2nd or 4th November on Zoom - link to be provided if you are shortlisted.

Thank you for your interest and good luck!

**Creative Advantage Fund  
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