

**Marketing & Campaigns**

**Freelance Consultant**

**August 2021**

1. **Introduction**

**The Mighty Creatives**

The Mighty Creatives was established in 2009 and is based in the heart of the cultural quarter in Leicester. It is a charity which has transformed the lives of many children and young people by supporting programmes in the arts and cultural sector. Our beneficiaries include newly born babies, children and young people aged 0–30 years from across the East Midlands.

The role of The Mighty Creatives is to provide and champion opportunities for our beneficiaries, particularly those who are the most disadvantaged and excluded. Our vision is of a world where all children and young people will harness the power of arts, creativity and culture in order to transform themselves, their communities and their futures.

Over the last 10 years children and young people have played a pivotal role in the charity, helping to co-design and produce strategic initiatives and partnership activity that have transformed children’s and young people’s lives. Listening and acting upon the creative voices of children and young people is at the heart of our mission, particularly those of the most excluded and disadvantaged.

Our mission is driven by six strategic objectives:

• Improving access to arts, culture and creativity.

• Raising aspirations of children and young people.

• Empowering children and young people to make positive social change.

• Advocating for the power of arts, culture and creativity.

• Increasing investment in children and young people’s arts, culture and creativity.

• Sustaining the charity’s organisational resilience to meet our vision.

We work strategically and collaboratively to achieve these objectives. Our Theory of Change provides a summary of the changes that will occur as a result of achieving those objectives and provides the context for our partnerships with our funders and stakeholders.

To achieve our strategic objectives, we deliver the following programmes:

1. Cultural Education — supporting arts and cultural education for all children and young people.
2. Creative Communities — supporting social and artistic placemaking through the creativity of children and young people.
3. Creative Mentoring – supporting children and young people in and leaving care to access one to one mentoring support.
4. Creative Futures — supporting pathways into the creative and cultural sectors for children and young people.



1. **The Brief**

The Mighty Creatives are looking to appoint an experienced Marketing Campaign Specialist to work with our Communications & Marketing team. The work will involve helping us to deliver a targeted marketing campaign strategy to the East Midlands’ education sector, designed to engage prospect schools and grow our audiences.

Key role responsibilities:

* Support the planning and execution of a multi-channel campaign strategy to reach prospect audiences
* Deliver direct marketing campaigns (digital and traditional), using marketing automation to nurture leads through the marketing funnel
* Implement testing strategies, such as A/B testing, using the results to inform and improve future campaign activity
* Conduct audience segmentation, specifically in the education sector
* Create awareness of the TMC brand and programme offerings
* Track, evaluate and report on marketing campaign activity to measure performance against marketing objectives
* Organise, attend and manage internal marketing events, such as seminars
* Write, edit and proofread campaign copy
* Work closely with the in-house Communications & Marketing team and external agencies to produce supporting marketing materials and content
* Update and cleanse CRM data to ensure it is accurate and up-to-date

Experience of using email marketing systems (e.g. MailChimp) and CRM systems (e.g. Salesforce) is a core requirement of this role.

This contract will be for 40 days over a period from 20th September – 31st January 2022, and will be paid at a day rate of £300 per day, inclusive of VAT.  The fees include all costs and travel expenses.

Providers will be engaged on a freelance basis and will be responsible for their own Tax and National Insurance. Providers are expected to work from their own premises and use their own equipment (phone, computer, stationary etc). Providers will be paid monthly in arrears upon submission of an invoice and report detailing activity undertaken.



1. **Responding to this opportunity**

We are looking for succinct responses to this opportunity. We would like to hear about examples of relevant work you have done in the past.

**Timescale**

Please submit a copy of your CV and a short proposal (max three sides of A4 in 12-point text) outlining your experience against the provider specification listed in this call.

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**This should be sent to recruitment@themightycreatives.com by 9am on Friday 10th September 2021.**

Please include the following information:

1. **Personal details**
* Contact name & Organisation name (if applicable).
* Telephone number.
* Email.
* Postal address.
1. **References**

Please provide the following contact details for two referees:

* Name, Company and Position.
* Address.
* Email.
* Telephone/ Mobile.
1. **Equal Opportunities Form**

As part of our commitment to equal opportunities and diversity of our workforce, we would also request that you complete and return the **Equal Opportunities Form** provided with this tender.

**END**