



## **Freelance Marketing, PR and Communications Role Ignite!/Nottingham Festival of Science and Curiosity 2023**

### **Core details**

**Role:** Freelance Marketing, PR and Communications Lead

**Reporting to:** Ignite! Programmes Manager

**Contract type:** Freelance contract - 20 days between (November 2022) and (February 2023)

**Pay:** £250 per day (inclusive of VAT)

We are open to discussing variations to fit our overall budget.

**Closing Date: 16 October 2022**

### **Background**

Ignite! has a long and distinguished history as a small, but mighty Nottingham-based charity that supports young people to develop their curiosity and creativity to equip them for an unknown, but exciting future. Ignite Futures Ltd, trading as Ignite!, is a Charity (number 1176754) and Company limited by guarantee, registered in England (number 05969189). Ignite! is contracted by the Nottingham Festival of Science and Curiosity to produce the festival each year. The Nottingham Festival of Science and Curiosity is a company limited by guarantee, registered in England (number 11842873), and a Registered Charity (1192135).

The Festival (affectionately known as FOSAC) is a collaborative project that includes the universities, local authorities across Nottinghamshire, libraries and arts/cultural venues. The festival comprises a week of schools-based activities followed by a weekend and half-term week of community-based public events for children and families. The festival is all about reaching audiences who wouldn't usually have opportunities to engage with science and research and to encourage people to ask questions and express their curiosity. You can find out more about the festival on the website: [www.nottsfosac.co.uk](http://www.nottsfosac.co.uk)

In the past year, the Nottingham Festival of Science and Curiosity board has identified 'Marketing, Profile and Reputation' as a key strategic area, with an ambition to raise the profile of the festival both to potential audiences and to potential partners and financial sponsors.



## The Role/Brief

We have a brilliant opportunity for an experienced freelance marketing, PR and communications professional to lead on the Festival's communications for 2023.

You will have an essential role in raising the profile of the Festival and engaging new audiences. Our main target audience is families, and particularly those who do not typically engage in science activities. We aim to extend the Festival's reach to new areas/communities of Nottingham and Nottinghamshire.

### Aims and objectives of the role:

- Raise awareness of and drive interest in the 2023 festival, its programmes and events amongst potential audiences, especially families in areas that do not traditionally engage with science, right across Nottinghamshire
  - the 2023 festival will have a big focus on returning to in-person events (both drop-in and bookable) and we want to ensure these events are well-attended, and attended by our target audiences
  - grow share of Festival's event attendance in Nottingham/shire
  - the 2023 festival will also have a focus on championing our work connecting researchers with schools and bringing schools to our Real Science in Schools Symposium event
  
- Raise the profile of the festival more generally amongst potential partners and financial sponsors
  - we want to improve awareness of the festival amongst potential funders (especially STEM companies, grant funders, local authorities) as well as other supporters and partners locally
  - we want to raise awareness of the festival for the benefit of our current partners and financial sponsors to increase their confidence in the festival and enable them to return year on year
  - Drive referral (sponsors; contributors)

This will involve:

- working with the Ignite! team to develop, embed and deliver a marketing campaign for the 2023 festival
- using both traditional and social media
- using our existing branding, images and graphics



Metrics of success:

- increase in social media engagement
- increase in local press coverage
- increase in proportion of participants from target audiences
- increase in partner and financial sponsor satisfaction

## Candidate profile

This is an exciting and rewarding opportunity for an experienced individual to apply a broad range of skills and experience across marketing, comms and PR, and take the lead on the communications for FOSAC 23.

The essential experience, understanding and knowledge criteria for this role are:

- Minimum of three years' experience in marketing, communications and PR.
- Ability to design creative campaigns
- Excellent communication skills
- Experience of working with small charities and understanding of the ethos of community projects
- Local knowledge and contacts
- Ability to bring fresh ideas to the Festival team
- Experience in using a broad use of engagement tactics (eg content development; stunts; press headlines; competitions)
- Desirable: Knowledge of analytics and insight tools

Assessment criteria: we are looking for creative proposals that address both the aims and objectives of the brief and clearly meet the requirements set out within the candidate profile.

## Application Process

**Closing date** for applications: **16 October 2022**

Please apply via email only. Send an **Outline Proposal (2 sides of A4 maximum)** explaining how you would set out to deliver the aims and objectives of the brief and meet the requirements within the candidate profile, along with a CV. Applications or enquiries should be sent to our Operations Manager, Sarah Walley - [sarah@ignitefutures.org.uk](mailto:sarah@ignitefutures.org.uk)

**Interviews due to be held during w/c 31 October 2022**