

# **BRIGHTON PEOPLE'S THEATRE**

## **Brighton People's Theatre Brief for Marketing Services**

If all the world's a stage, then theatre is for everyone. Curtain up. Come and play.

Brighton People's Theatre is changing the way we make theatre and how we tell the tales of our city, for our city. It's theatre for all: theatre without boundaries.

In January 2019, Brighton People's Theatre launched a year-long programme of work in Brighton & Hove. We are looking for a self-employed contractor to provide freelance marketing services to support the promotion of this programme.

An overview of our 2019 programme can be viewed at [www.brightonpeoplestheatre.org](http://www.brightonpeoplestheatre.org).

### **Contract Deliverables**

- Develop a simple digital media strategy, design digital assets in line with our brand guidelines and monitor / update our new website and social media channels.
- Work with our General Manager and design agency to produce impactful and cost-effective print media that can be utilised in a variety of community settings.
- Support the promotion of workshops and events through the distribution of print across the city of Brighton and Hove and via community networks.
- Provide press relation services.

### **Schedule of Work**

The work will be delivered in two phases. A set up phase (late March / early April 2019) followed by a delivery phase (April – November 2019).

#### **Phase 1: Set Up (late March / early April 2019)**

##### **Digital media**

- Produce a simple digital media strategy.

##### **Print media**

- Agree print media strategy with General Manager and design agency. We anticipate this consisting of posters plus 2 very simple leaflets ready for distribution in April and August 2019 but are open to other ideas.

## Community promotion

- Build a database of distribution networks and community news contacts.
- Diarise community newsletter (electronic and print) deadlines.

## Press Relations

- Agree PR strategy for the year.
- Develop the existing Brighton People's Theatre press list.

## Phase 2: Ongoing Work (April – November 2019)

### Digital media

- Produce content for our social media channels.
- Produce content for arts and community partners to use on their social media feeds.
- Produce digital media assets in line with our brand guidelines to promote events.
- Schedule posts for Facebook.
- Schedule posts for Instagram.
- Schedule posts for Twitter.
- Produce monthly email newsletter for our subscribers using predesigned template.
- Provide monthly update re website and social media usage and growth.

### Print media

- Collate copy and images for print design. We anticipate this involving the production of posters plus two very simple leaflets to be ready for distribution in April and August 2019 but are open to other ideas.
- Co-ordinate the distribution of print across Brighton and Hove via agreed distribution channels and community networks.

## Community promotion

- Produce and distribute content for community newsletters.

## Press relations

- Prepare and distribute press releases as agreed in strategy.
- Follow up with press contacts and assist with the production of articles.

## Fee

We are offering a fee of **£3,000** for this work. This has been calculated on a day rate of £150 x 20 days. We anticipate 4 days set up work to be completed by early April 2019 with 2 days work per month between April and November 2019. We are open to discussion as to when the work takes place but will require an ongoing commitment which aligns with our programme deadlines.

The appointed contractor will be engaged on a self-employed basis and responsible for paying their own tax and national insurance contributions.

If you would like to be considered for this contract, please send your CV and a brief covering email to [sarah@brightonpeoplestheatre.org](mailto:sarah@brightonpeoplestheatre.org) by 12 noon on Friday 15<sup>th</sup> March. We hope to have appointed a contractor by Friday 22<sup>nd</sup> March for an immediate start.