

Shallal

Brief: Communications and Marketing Freelancer

Stepping Stones Project

Background: What is Shallal?

Shallal is a very small charity, formed in 1985 as a community dance theatre company. Over the past 40 years it has developed a diverse range of creative performance and artistic strands in a range of locations, and digitally, across Cornwall.

Shallal believes that everyone in society should have access to creativity, an equal voice, and the opportunity to discover their potential. It encourages and supports people to explore and develop their creativity by working across a wide range of art mediums and collaborating with each other. Shallal's members play an active part in developing ideas and plans for the future.

Our current social media, online content and website links:

<https://shallal.org/>

<https://www.facebook.com/ShallalArts>

www.instagram.com/shallalarts

www.facebook.com/shallalconnectcreate

www.shallal-arts.blogspot.co.uk

<https://www.youtube.com/channel/UChqXvGvul--aNrXo-NoGtsA/featured>

Stepping Stones Project Overview

Stepping Stones is a project supported by Arts Council England, designed to help take Shallal into a positive and creative future.

Shallal has been on its creative journey for 40 years, from its beginnings in Newlyn, to today, when it operates in many locations across Cornwall. It remains substantially directed by the creative people who founded it with an informal fluid structure.

We have now reached a point on our organisational journey where we are acutely aware of the need for reflection, renewal & transformation if we are to thrive in the long-term. The 'Stepping Stones' project will enable us to carry out research & put in place a clear

plan for this major change. The project has 3 interconnected strands with a common theme of 'Journeys'.

1. **Organisational Development** - this strand will enable us to research & scope our longer-term journey to establish Shallal as a sustainable, resilient organisation.
2. **Programme & Reach** - this strand will expand our geographical coverage & explore diverse artforms, delivering workshops on the theme of 'journeys' in locations across Cornwall. These will focus on an exploration of words, both written & spoken, connecting them to music, dance & movement. We will deliver a major themed event to showcase the outcomes of the workshops and our members' talents.
3. **Communicating, Celebrating & Sharing Our Work** - Shallal wants to address its lack of sector visibility and to connect with new members and supporters across Cornwall. We will review and improve our internal & external communications to ensure everyone has high quality, timely information in a variety of formats

The Stepping Stones project has been made possible by support from Arts Council England.

This brief is for Strand 3 of the Stepping Stones project

Communicating, Celebrating & Sharing Our Work - Shallal wants to address its lack of sector visibility and to connect with new members, supporters and audiences across Cornwall. We are looking for a skilled person to scope, plan & deliver a dynamic communications programme to ensure everyone has high quality, timely information in a variety of formats e.g. monthly video update, SMS alerts, annual impact report & BSL video.

Fee: £3,400 for freelance marketing time plus £1,600 for creating monthly newsletters and video updates. Includes VAT where payable and all expenses

Deliverables:

Promotion of Shallal's work to reach new audiences and raise awareness among key stakeholders, to include:

- Initial meeting with Shallal Administrator and Creative Team to explore current comms strengths, weaknesses and opportunities
- Design and implementation of a SMART Comms Action Plan
- Regular Social Media Posts
- Regular Website Updates

- Photography of Shallal events
- Monthly online newsletter short video/BSL update
- Provision of marketing data, narrative information and photography to the trustees, creative team and freelance project evaluator

Payment Schedule: To be agreed.

Location: Shallal does not have a dedicated office space and we expect our freelancers to be based independently. However, face to face meetings are important and these can take place at the Shallal Studio at Krowji, Redruth, which can also serve as an occasional hot desk workspace.

Acknowledgement and Approvals

All marketing will require clearance by Shallal and will include appropriate acknowledgement of funders i.e. logos, boiler plates.

Recruitment Timetable:

- Proposal submission deadline: 12 noon Friday 21st March
- Interviews: w/c 31st March

How to apply:

Interested freelancers should respond with a realistic outline of how they would approach the brief, a CV, and a covering letter giving full details of relevant experience. This can include written and/or video submissions.

Submissions should be sent to Mary Godwin, trustee, via email to marygodwin62@icloud.com .

For an informal chat about the brief contact Mary Godwin on 07881 521353



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