

FIREFLYARTS

Enriching young lives...

Firefly Arts seek a communications consultant to support our small team to reconnect with our communities post-covid, develop a communications strategy for expanding our reach, raise awareness of what we offer to the general public, and market our available services more effectively to potential partners.

Over a 10 month contract, the scope of work will include:

- Conduct a SWOT analysis of communications, including interviewing or workshopping members of staff, board, participants, and key stakeholders. Develop brief audience segment profiles.
- Work with CEO to develop a 3-year communications strategy.
- Develop a digital services pack to help market our services to potential partners.
- Grow social media reach and email list (KPIs to be determined at beginning of consultation against existing benchmarks). This will include developing, posting and monitoring organic and paid content to supplement our current capacity, collaborating with the FF team.
- Develop a digital toolbox, clarifying branding guidelines (using existing logos and materials) and creating templates for online and print marketing materials.
- Audit website, incorporate social media feed and tweaks to content/ site structure as recommended (we do not intend to fully redesign the website at this point).
- Embed fundraising capacity to our website and social media.
- Using a mix of existing and new footage, create video collateral:
 - 1 “who we are” video for stakeholders, potential partners & industry networking
 - 1 video for the “Firefly at 33” campaign (see below)
- Develop a “Firefly at 33” campaign for March 2023 including heavy engagement with alumni, profile-raising PR & social media campaigns around our past successes and upcoming plans, and a fundraising campaign (KPIs to be determined collaboratively at beginning of consultation process against existing benchmarks). Coordinate with the FF team on their development of a celebration event.

A fee of up to £22,700 is available, equating to around 65-70 days of work, to take place between 15th July 2022 – 15th April 2023.

Deadline for applications is 5pm, 19th June

Interviews will be scheduled on 29th & 30th June

This contract may be completed remotely, however, it is preferred that initial meetings and consultations take place in person. Regular update meetings (either virtual or in-person) will be scheduled with the CEO, who will be the primary point of contact for the contract. Hotdesk space at the Firefly office is available for all contract hours if desired.

Ideal applicants should have experience working with the third sector and/or arts organisations, and communicating with young people. The contract is inclusive of any travel and subsistence costs and is open to individuals or agencies. Consultants may subcontract design and/or video work to other agencies/ individuals. If doing so, please submit details of collaborators in your proposal, including CV and work samples.

Please submit a proposal including:

- CV and work samples or link to portfolio website
- Proposed methodology
- Timeline and financial breakdown

To discuss the brief or submit an application please email helen@firefly-arts.co.uk.

About Firefly

Founded as West Lothian Youth Theatre in 1990, Firefly has a long history of providing youth theatre, filmmaking, creative writing, music, dance and visual arts activity for children and young people aged 5 to 25 years. Our workshops, school, community and training programmes provide a safe and supportive environment for participants to explore their world, challenge themselves, build creative and resilient futures. Firefly activity is underpinned by the following principles:

1. Creativity: Commitment to generating creative and life-transforming arts experience for all.
2. Young People: While many Firefly projects run in successful partnership with adult groups, our core purpose is to transform and enrich young lives.
3. Place: Firefly activity is rooted in West Lothian, and in partnership with our local communities.
4. Partnership: Firefly's strategic partners play a key role in our capacity to engage with hard-to-reach groups, new participants and the wider community.
5. Equality: Firefly activity is committed to addressing social, economic and cultural inequality.

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