

Freelance Marketer

- LOVE Slough Festival

HOME Slough is seeking to appoint a freelance marketer to support the delivery and execution of our LOVE Slough Festival marketing campaign.

LOVE Slough Festival will run 18 – 28 March 2022 and celebrates all that there is to love about the town and its communities.

The Role

In this role you will:

1. Support the Creative Producer in planning and executing the marketing of the LOVE Slough Festival.
2. Work with the commissioned artists to support on delivering their marketing for their specific events/workshops/activity.
3. Oversee the LOVE Slough Festival marketing campaign, including print and digital, to include:
 - a. Work with external designers to create design assets including a festival brochure, posters and other print as required.
 - b. Running social media campaigns using #ILoveSlough / #LOVESlough hashtags.
 - c. Undertake a digital ad campaign.
 - d. Work with a videographer to develop documentary and promotional video content as required.
4. Support the Creative Producer in executing PR strategies as required.
5. Provide copywriting for web and print including working with the commissioned artists to produce content.
6. Work with the Interim Marketing Manager to maintain brand clarity and tone of voice for both LOVE Slough and HOME Slough.
7. Attend Comms and Team meetings as required.
8. Monitor engagement metrics for Arts Council England evaluation and reporting.
9. Work with other members of the HOME Slough Team to make the Festival a success.

Who we're looking for

We are looking for a freelancer marketing / communication person with some, of all, of the following experience:

- Print and digital marketing

- Arts and culture sector
- Copywriting skills
- Managing other freelance resources
- Working with artists and community groups
- Comfortable working across Zoom and Slack

We are particularly interested in engaging freelancers who are based in or near Slough or those who have a connection with Slough as a town.

Fee and contract details

This contract is for 3 days a week starting from 28 February and ending on 4 April 2022.

Fee £250/day to a total of £3,750

We are looking to appoint ASAP and work would start W/C 28 February 2022 or earlier.

For more information, please contact Jake Orr on jake@homeslough.org.uk

About HOME Slough

HOME Slough is about more people choosing, creating and taking part in brilliant art experiences in Slough.

Our aim is to help revitalise arts and culture in Slough, providing new and innovative opportunities for people to both experience and express creativity. We want to make our town a more vibrant and creative place to live, work and visit.

We are a Creative People and Places Programme funded by Arts Council England and Slough Borough Council. We started working in the town in 2015 and the project will run until 2025.

www.homeslough.org.uk

@HOMESlough

About LOVE Slough

LOVE Slough is a community focused festival that runs through March but with the main activity taking place of two weekends 18 March and 28 March.

It celebrates the diversity and joy of living and working in Slough. We're working with a number of local organisations, community groups and artists to deliver an exciting mix of events, workshops and happenings around the town.

This is an ambitious project designed with the community for the community, and features a diverse range of artforms – knitting, drumming, spoken word, dancing and so much more. The programme features 8 large commissions and 13 smaller scale projects all commissioned around the themes of: Accessibility, Showcasing Slough, Wide Reaching, a valuable experience for all, full of love, surprising and sustainable.