

Facing the Past: PR and Comms (Freelance)

Job Title:	Facing the Past: PR and Comms
Salary:	A freelance fee of £2900 (Equivalent to 14.5 days)
Location:	Lancaster with some remote/ home working possible
Reporting to:	Programme Directors
Deadline for applicants:	Noon, Friday 26th August, 2022
Notification of interview:	Wednesday 31st August, 2022
Interviews:	Wednesday 7th September, 2022
Duration:	September, 2022 - August, 2023

Context

Facing the Past is an arts and research programme to reflect, reveal and redress omissions in the way the City of Lancaster has commemorated its role as the fourth largest slavery port in the UK.

Following the Black Lives Matters Movement, a group of activists, arts and heritage organisations, faith & community groups and academics came together to facilitate a meaningful response to create new agency and awareness of issues of Slavery and the historic black presence in the city.

In 2021, a programme of creative workshops, public consultation and feasibility and scoping resulted in further funding from The National Heritage Lottery Fund to produce a programme which responds to the pervasive legacy of profit, power and persecution of enslaved Africans in the historic City of Lancaster in meaningful and multifaceted ways.

Facing the Past was conceived following the vandalism of slave trader memorials in Lancaster Priory Churchyard and the multifaceted community response which grew. A cultural programme including, participatory events, public realm consultation, historical research, festivals, teacher CPD, digital mapping, community archiving and training opportunities will launch from September 2022. This role will act as the conduit to new understanding and an important cultural response to the complexity of Slavery issues both historic and connected to the present day.

The Vision

All Lancaster residents will be aware of their City's Transatlantic Slavery Connection and take steps to involve themselves more deeply in the issues and legacy of the past and present.

Purpose

The aim is to encourage new audiences to re- activate their imaginations for debate, positive action, participate in activity and consultation and see their historic surroundings in a new light and raise awareness of contemporary social injustice.

Key Responsibilities

The post holder will work closely with external stakeholders and colleagues to plan and implement the promotion of the programme , supported by the Directors.

- Champion accessible, intelligent communication across all media and digital platforms to share information with the widest possible audience and raise the profile of Facing the Past programme to diverse audiences.
- Produce compelling content and capture audience engagement data to measure and celebrate the impact of the programme
- Work with graphic designers and production companies to ensure print and digital content is on message to reach new active communities for each of our projects (Digital Trail/Map, Teacher CPD, Research Commission, Participatory Festival and Creative Workshops).
- Promote, develop and manage the Facing the Past brand developing internal guidelines and protocols
- Design and manage the project plan for this work package, ensuring deadlines, budget and timescales are met

Person Specification

ESSENTIAL	DESIRABLE
Experience	
<ul style="list-style-type: none"> ● Development, planning and implementation of communications and marketing campaigns ● Developing and supporting drafting press releases, marketing copy and news stories ● Developing and managing consistent use of a brand, including consistent use of core communications messages, tone, writing style and visual brand ● Effectively communicating with colleagues and a range of stakeholders to engage them in co-created projects ● Supporting the design and editing of graphics and media tailored to various web and social media requirements, consistent with brand/ strategic objectives ● Managing budgets ● Managing the launch of a project 	<ul style="list-style-type: none"> ● Working within community archiving, museums, digital mapping, social injustice, visual arts/ heritage sector ● To develop and deliver integrated campaigns, working with colleagues to use a range of communication and lobbying channels to best represent multiple voices to achieve change ● Contribution to the funder evaluation and reporting ● Maintaining a contacts/subscriber's database ● Festival PR and Comms project launch
Knowledge	
<ul style="list-style-type: none"> ● Historical overview of Lancaster as the UK fourth largest Slavery Port ● Understanding of relationship cultivation ● Understanding of audience development ● Understanding of the principals and values which underpin arts/ heritage trails and the value which underpin the Facing the Past programme 	
Skills	
<ul style="list-style-type: none"> ● Ability to manage own workload, completing tasks to deadline without supervision 	

<ul style="list-style-type: none"> ● Excellent advocacy, presentation and verbal communication skills with an ability to engage effectively with a wide range of people ● An eye for details both visual and textual, ability to edit and approve content appropriate to the context ● Coordinate public relations activities ensuring consistency of messaging and clear calls to action. ● Identification of media opportunities, to secure PR coverage across print, broadcast and online, building contacts locally and nationally and monitoring coverage. ● Ability to develop creative content including news releases, social media posts and videos to support campaigns and ongoing activities. ● Identification and interviewing potential case studies so that their stories can be used to demonstrate change/ action 	<ul style="list-style-type: none"> ● Support the monitoring and evaluation of digital activity, using Google Analytics and other packages
Qualities	
<ul style="list-style-type: none"> ● Ability to build excellent relationships and work in a supportive manner alongside colleague, partners, freelancers, teachers, academics and local authority representatives ● Ability to work flexibly and adapt to unforeseen problems ● Commitment to equal opportunities, cultural diversity and accessible of service ● Self-motivation, ability and willingness to work as part of a team ● Accountability and sensitivity to issues and challenges as they arise 	
Qualifications	
<ul style="list-style-type: none"> ● Relevant degree or qualification by experience 	

Resources available:

The post holder will be responsible for a promotional production budget. The post holder will work to ensure that all final deliverables meet the project's quality standards and set content milestones that must be met leading up to launch of each project.

How to apply and the selection process

For an informal chat about the role please email steph@lancasterpriory.org

Please send a CV and covering letter no larger than 10 MB to steph@lancasterpriory.org by noon on 31st August 2022. Please tell us how you meet the experience, skills and qualities outlined in the Person Specification. This should be no longer than 2 pages in either Word or PDF. Please keep to 2 pages of A4 and include two references from recent or current employers/ clients.

All applications will be acknowledged with an email receipt. Should you be shortlisted, we will invite you to interview. Your application will be assessed on how you meet the experience, skills and qualities outlined in the Person Specification through the application form and interview.

Fee

A total of £2900 is available. This includes all fees, materials, public liability insurance, expenses, site visit, evaluation meeting, user events, administration, meetings, VAT. The fee will be released in tranches upon invoice and completion of agreed milestones.



Lancaster & Morecambe

Primary Headteachers' Cluster

Useful Links:

Lancaster Priory Church

<https://lancasterpriory.org/>

Slavery Tree Project

<https://www.lancasterslaveryfamilytrees.com/>

Slavery Trail

https://visitlancaster.org.uk/wp-content/files_mf/1608030019TownTrailinA4pages2020.pdf

Lancaster Black History Group

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

Refugee map: Wiener Holocaust Library

<https://www.refugeemap.org/>