

Part time freelance Comms and Content ‘hubster’ – all you need to know

A quick intro to the hub and our Covid response projects: Balance and RE:SET

the hub was founded in 2002 by a team of socially minded, entrepreneurial, creative producers and fundraisers united by a desire to produce innovative work and build the capacity of the creative sector we’d grown up in. Fast forward to 2021, and we’ve gained a reputation as a leading development force in the sector, with a particular passion for championing the new and the independent, and for supporting creative freelancers and entrepreneurs.

As part of our response to Covid 19, we launched 2 new programmes in summer 2020 – RE:SET and Balance - to support creative freelancers and entrepreneurs better protect their mental health and develop more resilient careers and businesses. We’re developing both of these in 2021, which is why we need someone like you...

- **RE:SET is our national action learning programme**, which to date has supported 64 freelancers and entrepreneurs over 6 months, via regular group coaching sessions (called action learning sets), the majority of which are continuing to meet ‘under their own steam’. Across Mar-Jun 2021, we’re running 4 new sets, producing new resources for all 100+ participants and supporting them to establish other action learning sets for their peers.
- **Balance is a series of monthly talks and drop ins** designed to help fellow artists, freelancers and creative entrepreneurs balance their minds and their books, developed in partnership with [Mindapples](#) and the [Creative Industries Federation](#). To date 600+ individuals have taken part in our live zoom sessions, with others catching up with them on Youtube. At a time when so many feel isolated, under-valued and uncertain even what tense to use about what they do for a living it’s been lovely to see a sense of community emerge. You can see all the talks on [our Youtube channel](#) and all the follow up resources on [our blog](#). Between now-June 2021 we’re developing new mental health and business planning training; a new Balance website/toolkit and more monthly talks and drop ins.

We worked really hard to deliver these projects on very limited resources. Our focus was very much on delivering as much support as we could, and through necessity our marketing focused on targeting our own mailing list and followers as well as those of our partners and other industry bodies. Having worked so hard to create content that we know people have found really useful, we want to make sure that this – and the new work we’re being funded to do in the first half of 2021 – reaches as many people as possible, from all walks of creative life. That’s where you come in - to help us wring more value out of existing content, and ensure our new work helps as many as possible.

Who we’re looking for and what we’re offering

We’re now looking for an experienced, lateral thinking and proactive freelance comms and content expert to join the project team on a part time basis for the next 5 months. Your brief as our Comms and Content ‘hubster’ will be to help develop and then deliver a comms and content strategy that will maximise engagement with, and the reach of, all new and existing Balance content and all project events between February and June 2021. Your focus will be:

- To co-develop and deliver the comms strategy for the project
- To create and curate a range of new and existing project-related digital content
- To maximise reach of, and engagement with, all project events and other content

You’ll be an experienced comms person with all the digital marketing skills that go with that, a great content creator, and someone who loves being part of a team but can cut it working remotely. Ideally, you’ll have worked on sector/professional development projects. Oh, and you also get a buzz out of making a difference.

- This is a **part time** fixed term contract until end of May 2021, starting as soon as possible
- The fee is £8000, based on day rate of approx £175/day
- Flexible working hours/days (to be agreed), working from home
- Reporting to, and mainly working with, the hub’s director Julia Payne

Summary of the role

The core responsibility of the Comms and Content hubster is to maximise engagement with digital events and content produced as part of our RE:SET and Balance projects. You'll create and drive engagement with new and existing content, increasing our reach and growing our following, engagement and conversion, across platforms such as Twitter, Instagram, Facebook, YouTube and LinkedIn, our direct marketing, the hub website and a new Balance website/toolkit we are creating.

You'll work closely with the hub's director, Julia Payne, who is heading up these two projects, and with a new Comms and Content Intern we're about to recruit, who'll support you to create content, build engagement and reach and nurture the nascent community that's evolving around these projects.

Main duties and responsibilities

Strategy development

- Work with the hub's director to develop a high impact comms and content strategy for these two projects
- Co-develop a legacy marketing plan to enable us to maximise the ongoing impact of Balance

Comms

Your brief here is to co-develop, implement and manage a project comms strategy to increase awareness, maximise reach and engagement and nurture a 'community of the curious and generous' through organic and paid distribution, targeting and retargeting. Key tasks likely to include:

- Contribute to the design, launch and ongoing population of our new Balance website/toolkit; liaise with our designer/developer where relevant; create user/editor guidelines for other 'hubsters'
- Oversee and develop all project social media activity, (our main channel currently is Twitter, tiny presence on Facebook, yet to start on Instagram); create assets and direction for partners
- Schedule and create a regular series of project-related newsletters, monitor newsletter performance and manage email database in accordance with best practice; provide relevant copy to partners
- Develop CRM plan that drives individuals to our Balance website & other data capture point, provide a friendly welcome to our community and encourages them to explore our various offers/content
- Deepen our engagement with participants, and their engagement with each other, nurturing the development of the community that's developing around these projects
- Use all available analytics and tools to optimise content, SEO and user engagement and increase our impact
- Work with Julia to recruit new group of project champions, who can help shape our work
- Work with Julia to maximise awareness of this work amongst key funders and industry partners, and promote all project-related research findings

Content creation

Your brief here is to develop a content plan that encourages people to interact with new and current content and events, and that also maximises the reach and impact of existing/2020 content. We expect key tasks to include:

- Create and curate digital content (including video, audio, stills, blogs, newsletters, social media assets etc) based on, and building on, our Balance events and RE:SET action learning sets
- Increase value/impact and reach of new and existing content (eg. re-purposing and working it harder so it is cross-platform, creating trailers, snippets that drive people to other content)

General

- Line manage the comms and content intern
- Follow changes in the media landscape, including digital media, adapting plans and activities to make the most of new opportunities, best practice and new technologies

What we need you to be and have (the person spec in other words)

Look inside the hub team and you'll find a group of culturally curious thinkers and doers; champions of the new and the interesting. Known for our entrepreneurialism, creativity, integrity and generosity, we're in it to make a difference to our peers across the creative sector. We reckon you'll be all of this too. Like your fellow 'hubsters' you'll be a highly skilled and respected creative sector professional, who loves working with other creative people, but can work effectively as part of a remote team. You'll be hardworking, and have a positive and creative approach. Passionate not just about building online communities, you'll ideally have experience of working on professional/sector development projects, and an interest in supporting your peers to protect their mental health. Getting a bit more specific, here's a list of what we need – or would like – you to have...

Essential requirements

- Minimum 3 years creative sector marketing and content creation experience
- Ability and proven experience around creating effective communications and content strategies
- Experience of maximising reach and engagement through organic and paid distribution and targeting
- Proven ability to developing and delivering highly effective social media strategies
- Video and audio editing skills, plus experience of creating wide range of digital content
- Experience of using Wordpress; SEO knowledge/understanding
- Excellent copywriting skills
- CRM strategy, database analysis and email marketing skills
- Experience of collating and interpreting data and analytics
- Creative thinker, great communicator and collaborator; thrive as part of a creative team
- Strong project manager; able to manage multiple priorities & be calm and dependable under pressure
- Ability to remain calm, fair, honest and dependable in stressful situations

Desirable requirements

- Graphic design skills; experience of using Photoshop/InDesign/other open source graphic design tools (eg. Canva)
- Experience of growing and developing digital communities
- Experience of (working with designers and developers and) managing development of new websites and CMS
- Experience of working on professional/sector development projects in the creative sector
- Interest in mental health/wellbeing
- Podcast producing experience
- Experience of managing people

How to apply

If you'd like to be part of our friendly and hardworking project team, here's what you need to send us:

- Your **CV** (max 3 pages) and a **cover letter/expression of interest** (1 page
- (Links to) **3 relevant examples of content** you've created (a mix of video/audio/written would be great!)
- Your **response to our comms and content task** (see below)

These should be emailed to Julia Payne: julia@thehubuk.com. Deadline: 31 January. Interviews: 4 February.

Comms and content task

We'd like you to create a brief (3 pages max, but could be shorter!) outline of how you would maximise the reach and impact of - and engagement with - a Balance talk (live and on demand versions) about how to stay productive. This should include thoughts on both the comms and content creation work you'd do. For the purposes of this exercise, assume you have approx 2 days of time pre- and post- the talk to do this, that the event copy has been created and the event listed on Eventbrite. As part of this, we'd also like to see some example posts/tweets you might create. You might also identify a very modest budget for ads, if you think these would be important.