



Freelance Marketing support for our Audiences in Lockdown Project

The Queen's Hall is a beautiful arts centre in the heart of Hexham providing performances and workshops in the venue and outreach to communities in rural Northumberland. The Queen's Hall has a 350-seat theatre, two galleries, a café/bar and the library.

Queen's Hall Arts (QHA) is a charity funded in part by the Arts Council England and Northumberland County Council. We have a programme of theatre, spoken word, live music, contemporary dance, comedy and workshops. We have strong links with our community and local schools and offer a wide range of activities including Youth Folk Band, Youth Theatre and a community choir.

The project:

The Queen's Hall knows that it is vital to engage our current audiences and to grow new audiences during the lockdown and throughout the temporary closure of the arts centre. We are working with our community to create and share artistic activity throughout this time with the aim of curating an exhibition of work once the venue reopens. QHA will commission artists to produce relevant content and projects which will enhance the lives of those living in Hexham and its rural hinterland.

In order to support this project, we want to engage freelance marketing support for 12 hours per week for 12 weeks starting in early July. The fee for this work is £25 per hour paid on a monthly basis.

The role involves:

- The creation and delivery of structured communications across social media, website, e-newsletters and printed media (where required) to ensure that the QHA's relationship with its audiences and the wider public are maintained throughout the closure of its building.
- Awareness and understanding of best practice in digital marketing for the arts and culture sector in order to inform and develop QHA's tactical plans.
- Design, deliver, monitor and evaluate campaigns to ensure that they contribute effectively to the delivery of the organisation's reopening strategy.

Queen's Hall Arts Centre, Beaumont Street, Hexham, Northumberland, NE46 3LS
Box Office: 01434 652477
www.queenshall.co.uk

Queen's Hall Arts is a registered charity (1088975)

- Create compelling and quality copy to create targeted materials and campaigns in conjunction with the QHA management.
- Utilise available box office data to analyse current audience behaviour and booking patterns to inform marketing strategy and to ensure that QHA deploys its resources in the most effective way.
- Work to available budgets.
- Support the QHA management team with press and PR support as required to ensure that agreed messaging is targeted and tailored for relevant partners across all media and the blogging community.
- Monitor online platforms and social media platforms, responding to customer enquiries where required.

How to apply:

Email a letter of application (no more than 2 A4 pages) to katy.taylor@queenshall.co.uk by Thursday 25th June 2020. Your letter should include:

- Details of your recent experience in the creative/performing arts sector
- Links to examples of your work
- Details of your links and networks within the Northeast

Timeline:

Application deadline	25 th June 2020
Selection panel	29 th /30 th June 2020
Interviews	1 st July 2020
Contract issued	w/c 6 th July 2020

Queen’s Hall Arts Centre, Beaumont Street, Hexham, Northumberland, NE46 3LS
 Box Office: 01434 652477
www.queenshall.co.uk

Queen’s Hall Arts is a registered charity (1088975)