

Brief for Tender



Z-arts and Big Imaginations is seeking proposals from exceptional marketing individuals to deliver a marketing and communications strategy for the Big Imaginations Festival and the Autumn season for Z-arts.

The Big Imaginations Festival is from 11th October to 3rd November 2019. 10 carefully selected shows will take place over 40 venues for our 22 member organisations. Budgets are small so the right candidate will have vast experience in digital marketing and working to tight budgets.

Overview of Tender

Activity Description:	Create and lead the marketing, communication and PR strategy for the Big Imaginations Festival. Marketing and communication planning with the Z-arts marketing team for the Autumn season. Raise the awareness and profile of the Big Imaginations Festival. Secure national and regional coverage of the Festival. Provide a final evaluation against the plan that was implemented.
Timeframe:	Min of 1 day per week from July to end of November 2019. It would be expected that this would be 2 or 3 days the first week.
Fee:	£4000 inclusive of all costs
Schedule:	Deadline for receipt of proposals: Monday 17 th June Invitation to discuss shortlisted proposals: Thursday 27 th June Work to commence upon appointment: July 2019
Contact:	Zoe Pickering, Children's Theatre Programme and Big Imaginations Manager zoe@z-arts.org 01612261912

About Z-arts

Z-arts is Manchester's venue for children and families and delivers a broad range of performing arts events, performances, exhibitions, activities, workshops and participatory opportunities. Our mission is to inspire and enable generations of young people from Manchester and beyond to use creativity to achieve their potential. Z-arts also leads the Big Imaginations Children's Theatre Network of venues across the North West and the Manchester Family Arts Network.

About Big Imaginations

Big Imaginations is a network of 22 arts organisations, dedicated to bring brilliant children's theatre to the North and beyond. From grand auditoriums to rural village halls – and everywhere in between – it is Big Imagination's mission to ignite the imaginations of children and young people aged 0 – 13 years old through the wonder of theatre. As a network, Big Imaginations is able to programme and commission high-quality theatre for children and young people with tickets that are affordable for families. Sharing expertise, knowledge and experience with each other, the Big Imaginations network of venues work together to build a children and family theatre offer that is bigger, better, and more representative of our communities than ever before.

Big Imaginations Festival takes place in over 40 venues across the North West and into Yorkshire from 11th October to 3rd November, with a programme of carefully curated performance for young audiences (aged 0 -13). Featuring work that has been made using digital technology, the festival will also include digital participatory activities for families to take part in in the venues and at home.

Team and support

Throughout the duration of the contract the individual will liaise with the Children's Theatre Programme and Big Imaginations Manager. They will be supported by a part time Marketing Assistant and a full time Digital Intern.

Information and resources available

- Access to full listings information and images
- All brand assets and brand guidelines
- Web and social media analytics

Specific terms and conditions

- The selected person will have weekly brief meetings at Z-arts with the Children's Theatre Programme Manager and bi weekly with the Marketing Team.
- We would expect that most of the work takes place at Z-arts.
- A full outcome report including collated press cuttings to be provided by the end of the contract.

Tender process

To tender for the work described above please provide a proposal on no more than 2 sides of A4 on how you will approach the work and deliver the intended outcomes within the required timescale. Within your proposal please outline:

- Your experience and relevant competencies to undertake the work.
- An outline of your approach and activity you would undertake.
- Two suitable references.
- Please also attach your CV (and CVs of additional individuals involved in the project)

The deadline for proposals is 12noon, 17th June 2019. We will be unable to consider applications after this deadline.

Please email your proposal and any accompanying documents to zoe@z-arts.org with Marketing Tender in the subject line.