**Freelance Digital Marketing Specialist – Richmond Arts Service**

**Freelance Brief**

**Location:** Hybrid (on-site at least 2 days per week)
**Duration:** March – July 2025

**Compensation:** £9000 (3 days a week over 18 weeks)

**Application Deadline:** Sunday 16th March

**How the project will be managed:** The consultant will be directed by Richmond Arts Service

**About us:**
Richmond Arts Service fosters creativity and enjoyment of the arts, enabling people to reflect on their lives and develop new ways of seeing the world. We bring experimental engaging art to the borough and provide strategic leadership for the local authority, ensuring that local people benefit from a vibrant arts ecology.

The Arts Service leads on two main public programmes, Richmond Arts and Ideas Festival and Orleans House Gallery.

We are looking for a passionate **Freelance Digital Marketing Specialist** to develop and maintain audience development and highlight the innovative programme at OHG and the Richmond Arts and Ideas Festival.

**The brief:**
As the Digital Marketing Specialist, you will be responsible for executing and coordinating a marketing campaign relating to our current programme across various digital platforms. Your goal will be to elevate our online presence, boost foot traffic, and maximise online engagement during this peak period.

**Key outputs include:**

* **Campaign Execution:** Marketing campaigns already exist for our three key events over this period (i) Our main gallery exhibition, Cultural Reforesting, (ii) Richmond Arts and Ideas Festival (RAIF), 13-29 June 2025 (iii) Regular engagement programming
* **Content Creation (a):** Boiler plate copy and images exist for the three main campaigns. Your role is to repurpose this content, and build on it as required, to create visually appealing and engaging content for social media, newsletters, and paid digital ads. Ensure that all content reflects the new key messages for the overarching Orleans House Gallery institutional brand and the RAIF branding
* **Content Creation (b):** To capture content where it does not yet exist. Examples include coordinating with artists as they visit Orleans House Gallery to capture interviews, and then edit into content as per (a. above), real time photography, real time filming opportunities etc. To spend an agreed amount of time capturing and creating content relating to RAIF as directed. This might include visiting other sites in the Borough.
* **Social Media account coordination:** To coordinate the content our social media accounts, namely across three disciplines.
	+ Digital conversations: You will be provided with a list of partner organisations and themes for each of these campaigns. Your role is to become our social media hustler, adding the voice of Orleans House Gallery to digital conversations (away from our own accounts) that are relevant to our work, our partners work, and our themes.
	+ Digital customer service: Your role is to respond to all public and direct messages that come through to our accounts, ensuring that our digital visitors experience the same level of high customer service that our onsite visitors experience
	+ Digital influencer work: Your role is to help us identify key digital influencers (both local, and within the visual arts world) and to embark on developing bespoke relationships with them, with a view of encouraging these influencers to advocate for the work of Orleans House Gallery and our exhibitions and RAIF
* **Real-time reflection:** To supplement these campaigns by creating and sharing ‘real time’ content that demonstrates the vibrancy of our programme. Your focus here will not only be to post content, but to do so strategically so that it pro-actively serves to reach new audiences and increase engagement with Orleans House Gallery.
* **Email Marketing:** Develop the content for agreed email campaigns, and to work with our Front of House team in building these emails and ensuring their appropriately targeted distribution.
* **Paid Advertising:** Plan, launch, and optimize paid ads on Google, Facebook, and Instagram to drive online engagement to our website and in person footfall to Orleans House Gallery.
* **Performance Tracking:** Monitor and report on the performance of marketing efforts. Provide insights and suggestions for improvements.

We would like you to demonstrate your success through:

**Campaign Execution** Evidencing all campaign outputs assigned to you have been delivered.

**Content Creation (a)** Independently creating content, as required and outlined in the campaign plan, that accurately blends the information of each campaign, and the Orleans House Gallery key brand messages.

**Content Creation (b)** Working with the Arts team to identify opportunities where new content can be captured. Capturing and editing the content ready for use.

**Social media content creation**: Creating a social media plan and evidence content for all planned posts. Increase in social media followers, reach and engagement. Increase in email marketing signups.

**Social media account management:** Increase in social media followers, reach and engagement. Log of progress with influencers.

**Real-time reflection** Evidence of real time marketing and associated reach and engagement stats.

**Email Marketing:** Evidence of email marketing campaigns, with increase in click through rates to Orleans House Gallery and RAIF websites.

**Paid advertising:** Evidence of campaign delivery with click through rates to the Orleans House Gallery and RAIF websites, email list sign up, engagement as appropriate.

**Performance Tracking:** Results as detailed above.

**About you**

**You will have:**

* Proven experience in digital marketing, preferably within the visual arts or creative industries.
* Strong understanding of social media platforms and trends, particularly around Instagram in the cultural landscape.
* Proficiency in email marketing platforms (Mailchimp, etc.) and ad management tools (Google Ads, Facebook Ads Manager).
* Strong graphic design skills (e.g., Canva, Photoshop) to create engaging visuals.
* Excellent communication skills and a creative eye for detail.
* Experience of writing and creating engaging text and of copywriting / editing existing text.
* Ability to work independently, meet deadlines, and quickly adapt to a fast-paced, dynamic environment.

**Preferred Skills:**

* Knowledge or passion for contemporary visual arts and art gallery operations.
* Understanding of seasonal marketing trends, consumer behaviour, and how to create urgency for visits to temporary exhibitions.
* Understanding of Richmond, local to Richmond.

**Useful Pages**

[Orleans House Gallery](https://www.orleanshousegallery.org/)

[Richmond Arts and Ideas Festival](https://richmondartsandideas.com/)

Facebook: @orleanshousegallery

X: @Orleanshg

Instagram: @orleanshousegallery

**How to Apply:**
Please submit your CV and covering letter detailing your production experience and your approach to working with us.

Send applications to artsinfo@richmondandwandsworth.gov.uk by Sunday 16th March

If you have access requirements and would prefer to apply in a different format or would like us to make reasonable adjustments to the interview process, please let us know.

Interviews (online or in-person) to take place on the 19th or 20th March. We hope the contract to begin within the first two weeks of April.