



## Invitation to tender: Cultural Learning Alliance media support

19 March 2018

The CLA is looking to appoint a freelancer to manage its website and social media output. The contract will be for one year in the first instance, with a review at 6 months, but may be extended.

### **Background**

The Cultural Learning Alliance (CLA) is a collective voice working to ensure that all children and young people have meaningful access to culture. Arts and culture are a life-enhancing and essential part of our existence. They bring pleasure, participation, self-expression and essential skills into children's lives. By speaking with one voice and working together, we can realise our ambition for all children and young people to have an entitlement to quality cultural learning.

The Alliance brings the diverse elements of the cultural sector together – including museums, film, libraries, heritage, dance, literature, new media arts, theatre, visual arts and music – to work with the education and youth sector, with parents and with young people. It is supported by a membership of around 10,000 organisations and individuals.

The CLA is chaired by Lord Puttnam. A Strategy Group meets quarterly to oversee its work and direction, and an Advisory Panel offers expertise and strategic support. Day-to-day work is delivered by two Co-Directors.

### **Brief**

This one year contract is to administer CLA social media across Twitter, Facebook, LinkedIn and monthly newsletters.

The contract will be managed by Sam Cairns, CLA Co-Director.

The contractor will:

- Using contacts provided, collect and edit 40 existing case studies with images from CLA partners and publish and promote across CLA social media platforms including our website, LinkedIn, Twitter and Facebook.
- Publish the CLA monthly newsletter via mailchimp with content provided by the Co-Directors.
- Schedule and send a daily flow of tweets and weekly Facebook and LinkedIn updates during school term time, using content provided by the Co-Directors.
- Check the CLA website for broken links and out-of-date material, and fix or alert the Co-Directors.
- Ensure that the CLA is compliant with safeguarding, intellectual property, and new data protection laws.
- Create and maintain good professional relationships with the CLA's partners.

## Competencies

- Strong organisational, scheduling and communication skills will be required and evidence of experience using Wordpress, Mailchimp, Twitter, Twitter scheduling apps and Facebook.
- Excellent writing skills across a range of formats, including experience of writing briefings, for campaigns and for a wide range of audiences.
- Experience of PR in terms of brand building and membership would be an advantage.
- Attention to detail and ability to self-manage.
- Knowledge of the education and cultural sector desirable.

## Budget

The fee for this work will be £6,000 (including VAT and expenses). Payment schedules will be negotiated with the successful supplier.

## Tender process

To tender for this contract please send your CV and up to 600 words outlining your suitability for the contract to [sam@culturallearningalliance.org.uk](mailto:sam@culturallearningalliance.org.uk) by 2 April 2018. Please provide two references we can contact about your suitability for the contract.

Please send any questions to [sam@culturallearningalliance.org.uk](mailto:sam@culturallearningalliance.org.uk).