



HADRIAN'S WALL

AD122 - 2022

Marketing and Communications Coordinator

Role:	Marketing and Communications Coordinator
Contract:	Freelance. Applicants are responsible for their own tax and national insurance payments. Individual, joint or organisation applications are welcomed.
Application deadline:	12noon, Friday 7 May 2021
Timescales:	Phase 1*: May - September 2021
Fee:	£2,000

*Subsequent phases are dependent on levels of fundraising achieved, with approximate timescales as below:

Phase 2:	September - December 2021
Phase 3:	January - December 2022

Background

Hadrian's Wall 1900 Festival will celebrate the 1900th anniversary of the beginning of the construction of Hadrian's Wall.

Throughout 2022, a programme of activity which celebrates 1900 years of history of the World Heritage Site will be presented, connecting people and places through time, bringing to life the culture and experiences of local people living and working along the Wall, from pre-Roman times to the present day.

The Festival will appeal to local people, interacting with both rural and urban locations and communities, celebrating the World Heritage Site, their connection to it and their local and national heritage.

A series of high-profile commissions and events will increase the profile of Hadrian's Wall World Heritage Site providing opportunities to engage with national and international visitors.

Hadrian's Wall 1900 is coordinated by the Hadrian's Wall Partnership in collaboration with local organisations, communities and individuals.

The Hadrian's Wall Partnership is a voluntary body made up of organisations responsible for the UNESCO World Heritage Site status of Hadrian's Wall. Find out more about the partnership [here](#).

Brief

Hadrian's Wall Partnership is looking to appoint an exceptional Marketing and Communications Coordinator to manage a complex, year-long marketing, press and digital campaign for Hadrian's Wall 1900.

The Festival will be made up of activity presented by Activity Organisers from local societies, interest groups community organisations, arts organisations, local creatives, local authorities, visitor attractions, venues, and individuals. Organisers will be responsible for the overall delivery of their own projects including associated costs, marketing and event delivery. All events will be promoted via overall listings in the Hadrian's Wall 1900 programme.

There is ambition for the Festival to present a small number of high-profile commissions or events, which would be delivered by the Hadrian's Wall Project Team, including the associated marketing and communications activity.

The Coordinator will be an integral part of the Hadrian's Wall 1900 Project Team managing and overseeing all marketing and communications activity in relation to the Festival and working closely with Partners and Activity Organisers to ensure that their events are promoted via the Festival's marketing strategy.

A key ambition of the Festival is to shine a spotlight on Hadrian's Wall as a visitor destination throughout 2022, so it is expected that the Coordinator will seek opportunities for national press and media surrounding key programmed elements, as well as Hadrian's Wall's regular visitor offer.

Individual, joint or organisation applications are welcomed. The fee is fixed for phase 1 with the expectation that should funding targets be achieved, the successful applicant will work with Coordinating Producers to agree requirements in terms of roles, fees and time for subsequent phases.

Below lists the top-level deliverables of the project, for which the Marcomms Coordinator will work with relevant teams to oversee, with an outline of what is expected in Phase 1.

General

- Development of a dynamic and flexible Marketing and Communications strategy and timeline for the whole project.
- Working with the Coordinating Producers to develop creative campaigns for highlight events and activity.
- Working with the Coordinating Producers and Hadrian's Wall 1900 Marketing Subgroup to identify marketing requirements for phases two and three.

- Ensuring that all marketing, digital and press activity is complimentary, and that links between media are made where possible.
- Working closely with Hadrian's Wall Partnership existing marketing teams through the Marketing and Transportation Subgroup to ensure timely delivery of activity in line with project timelines.
- Coordinating delivery and sign off of marketing, press and digital activity throughout the project.
- Ensuring that key Festival elements are highlighted via relevant Partner channels.
- Development of Marketing and Communications Toolkits to support Activity Organisers with their independent marketing plans.
- Overseeing and coordination of film and photography documentation of Festival activity.
- Management of the marketing and communications budget.
- Reporting on media coverage and supporting in funder reports and evaluation.

Marketing

Marketing requirements:

- Development of the Hadrian's Wall 1900 brand, brand guidelines and templates for use by the Festival, Partners and Activity Organisers.
- Creation and implementation of specific marketing requirements for individual projects.
- Working with the Coordinating Producers to hold an overview of activity throughout the Festival.

Press

Press requirements:

- Coordinating announcements, press and programme launches throughout the project, including sign off by relevant Partners and Activity Organisers.
- Managing relationships with various media outlets nationally and locally across the length of the wall, including press, radio and TV.
- Working with the Coordinating Producers to find key moments through the year to highlight activity or stories to continue to shine a spotlight on the World Heritage Site and the Festival throughout the year, locally, nationally and internationally.
- Coordinating press and media coverage of key live events.

Digital

Digital requirements:

- Supporting the development of the Hadrian's Wall Country website to ensure that it is fit for Festival purposes.
- Coordinating digital content for the Hadrian's Wall Country website and social media channels (including public engagement).
- Gathering and keeping up to date full Festival event listings on the Hadrian's Wall Country website.
- Coordinating the scheduling of digital activity - aligning and joining up with wider press and marketing activity for the Festival as a whole as well as highlighting individual projects delivered by Activity Organisers.
- Working with Hadrian's Wall Partnership to coordinate Festival outputs across official Partner channels to increase reach.
- Coordinating social media coverage of live events across relevant social media channels, including capture, response and audience engagement.
- Reviewing and advising additional requirements such as e-newsletters and digital and social media advertising.

Phase 1

It is expected that in Phase 1 the Marketing and Communications Coordinator will:

- Begin to develop the Marketing and Communications strategy and timeline, with a focus on:
 - Identifying and coordinating key announcements and deadlines in 2021, such as website launch, gathering of listings information from Activity Organisers, print and advertising deadlines and Programme and Festival launch dates.
 - Coordinating content for the Hadrian's Wall Country social media channels
- Collaborate with the Hadrian's Wall Partnership on existing programme and marketing plans.
- Begin development of the Hadrian's Wall 1900 brand.
- Develop the marketing budget.
- Begin development of Marketing and PR toolkits and Brand Guidelines
- Work with the Coordinating Producers and Hadrian's Wall 1900 Marketing Subgroup to identify marketing personnel requirements for phases two and three.

Process of Appointment

This brief is an open call to initially deliver phase 1. Further phases are indicative (as detailed in the brief) depending on funding being secured.

To be considered for this role please provide:

- A written statement about your knowledge and experience of managing and coordinating marketing and communications of large-scale festivals and events, your experience of partnership working and working with smaller community-based organisations, approach and methodology (1500 words max).
- CV
- Links to website, social media platforms illustrating previous experience
- Name of two independent referees from two recent projects

Please email these to info@hadrianswall1900.co.uk with the subject "HW1900 Marketing and Communications Coordinator".

Proposals should be submitted no later than **12noon** on **Friday 7 May 2021**.

Interviews will be held in the weeks of 10 or 17 May 2021.

If you have any questions about the role please email info@hadrianswall1900.co.uk