**Marketing and Communications Consultant**

Location: Remote

Type: Initial 12-month contract from appointment with the expectation of a further 24 month contract , 72 days per annum @£300 a day

Fee: £21,600

Liaison with other paid consultants: Executive Director, TEG Membership Manager and Contractor delivering new website as well as Trustees as and when required to ensure Comms activity.

Touring Exhibitions Group (TEG) is a membership organisation that supports the sector to make and tour exhibitions. We do this through professional development programmes, an online exhibitions marketplace and research. It is an exciting time for TEG as we enter our second year as an Arts Council England funded IPSO (Investment Principles Support Organisation). The ACE funding means that we have ambitious plans to raise our profile, increase our training offer and carry out research. This role will be critical in doing this and particularly in ensuring that we increase our membership and profile.

TEG has recently commissioned Christina Lister Communications to develop a Marketing Strategy and the Consultant’s first task will be to develop an Annual Action Plan based on that Marketing Strategy. In 2024/25 TEG intend to carry out a rebranding.

The role will lead on TEG’s communications with our sector, emphasising TEG’s relevance to exhibitions work and the benefits of membership. The Marketing and Communications Consultant will create and execute digital marketing campaigns across multiple channels including social media and TEG’s newsletter, also liaising with and promoting TEG’s work in sector newsletters. This role involves collaborating with the other paid consultants in the TEG team as well as volunteer Trustees to ensure effective communication of organisational initiatives, particularly focusing on promoting key projects and enabling strong stakeholder relationships.

TEG is looking for a Consultant with at least 2 years’ experience in digital marketing and stakeholder communications within relevant sectors (arts, heritage, charitable, membership organisations). Experience of devising, implementing and evaluating marketing campaigns including briefing designers and experience in social media management and content creation is essential. The Consultant will be responsible for management of the website to maximise TEG’s impact and the usability of the website for its members. Experience of using analytics to assess success and facility with Wordpress or similar tools is essential.

Key services to be provided on a non-exclusive basis are:

**1. Communications and Marketing** including digital marketing and social content creation for Instagram, X, LinkedIn. Communications planning and management. Brand awareness and media and stakeholder engagement including through sector newsletters.

Deliverables include:

• Communicating with colleagues and stakeholders about TEG activities especially supporting the promotion of training events and TEG Connects

• Ensure maximal use of sector newsletters to spread the word about TEG activities

• Develop and execute end-to-end digital marketing campaigns, including social content creation and online campaigns

• Build and manage TEG’s presence on social media especially Linked In, Instagram and X/Twitter

• Manage and create social media content for LinkedIn, Instagram and X related to key projects and day-to-day operations

• Coordinate and lead on content, design and delivery of TEG Newsletters ensuring regular posting and engaging content

• Develop a tactical marketing plan, based on the marketing strategy

• Manage TEG marketing budget and timelines

• Develop and support the social media policy and guidelines to ensure that all TEG team and trustees are able to confidently and safely engage in social media on behalf of TEG

• Contribute to development of and deliver execution of brand identity

• Use of analytics to assess success and use of optimisation tactics

**2. Website content management and driving website traffic**

Deliverables include:

• Maintain, co-ordinate and update website content

• Develop and manage an image library

• Regular and objective scrutiny of website effectiveness

• Identifying failings in the website and recommending corrections

• Increase website traffic and brand awareness

• Advocate for TEG website and TEG’s online exhibitions manual as the go-to resource for all exhibitions professionals

**3. Advocacy and development of a community of practice**

• Devise structure for a network of exhibitions professionals to meet regularly in appropriate formats: online, remote, social group

• Working with the Professional Development Manager develop content for regular engagement

• Maintain interest and engagement by curating discussions

• Input into website development to ensure the website supports a community of practice

• Writing and maintaining a blog to support interest in TEG as an exhibitions community

**4. Organisational Requirements**

• Support TEG’s EDI agenda and be actively committed to ensure that everyone is treated with respect and dignity, and contribute to an environment in which equality of access is paramount and in which a diversity of backgrounds is valued

• Support TEG’s monitoring of its carbon emissions and activities to monitor and reduce carbon impact (instructions / training provided)

**Application Process:**

To apply for this consultancy, please submit a cover letter (2 pages maximum) and your CV to **director@teg.org.uk** by **15 April 2024.** Please include in your cover letter (or email) the following:

* How you would approach the tasks
* Your relevant experience and skills

Please contact Reyahn King at director@teg.org.uk if you have any queries ahead of application.

Due to the potential volume of applications, only shortlisted candidates will be contacted for further consideration. Shortlisted candidates will be informed by the end of the week beginning 29 April for interview in May.