

Information Pack

Marketing and Communications freelancer

Contract type: freelance, 3 days a week.

Team: Communications

Location: Central London, E1



Marketing and Communications
Freelance employment contract, up to 6 months
21 hours per week (may include occasional weekends)
August start date
Shoreditch, London, E1 and occasionally Lambeth, SE1

From the first mark on a cave wall to the first footsteps on the Moon, our greatest developments have begun with leaps of someone's imagination.

The Institute of Imagination (iOi) is creating a new kind of space for imaginations to grow. A world-class cultural destination in London that puts children at its heart. And a place for families to make, play, create and explore together.

An inspirational and diverse Board of Trustees and advisors support us alongside our Patrons who are world-renowned experts and advisers.

Could it be you?

You will work supporting the Head of Marketing and Communications and the Imagination Lab Manager, with a core responsibility for the events marketing and communications for our donor funded and revenue generating events programmes at the Imagination Lab, partnership events activities in London and Imagination Hub pop-ups. You may also be asked to support on projects that cross the organisation, from supporting fundraising efforts, data management, content and digital asset development.

We are looking for an energetic and innovative freelancer to support our integrated and forward-looking charity. If you are proactive in your approach, highly organised and self-sufficient, able to balance a diverse workload have excellent verbal and written communication skills (and can use your imagination!) then we'd love to hear from you.

To enquire about the role please contact Annie Duffield, annie.duffield@ioi.london and Kathryn Wilson, kathryn.wilson@ioi.london or 02074949153.

To apply please send your CV and outline your relevant experience. Please also indicate your availability.

Deadline: 13 August
Start date: ASAP

Context and background

Every child is born with the capability to imagine – bursting with curiosity, wonder and an unquenchable thirst for knowledge. But children today have less time and space than ever to flex their imaginations.

The Institute of Imagination (iOi) is creating a new kind of space for imaginations to grow. A world-class cultural destination in London that puts children at its heart. And a place for families to make, play, create and explore together.

To bring the Institute of Imagination to life, we're working with experts, teachers, parents and – most important of all – children and young people. All united by the belief that imagination matters.

One of our major areas of activity is delivering our Imagination Lab programme: outreach activities at the Imagination Lab in Lambeth and through outreach across London and beyond. In addition to the Lab, we have secured a permanent site for the iOi campus and are building networks in the community in this new location.

We have a strong core team (see <http://www.ioi.london/people-category/delivery-team/> for details) and network of freelance support and are now seeking to dedicate more support to the promotion of our Lab events and building our events audiences across London and beyond.

Why do we need you?

On our journey to establishing the iOi Campus we are operating our Imagination Lab on the Albert Embankment, which opened in 2017, and reaches tens of thousands of visitors every year. We also run a range of activities in schools, in cultural, learning and research venues across London and beyond and pop-ups in the public realm. As well as delivering the iOi's mission, it is a major shop window, advocacy lever and testing space as we move toward securing a permanent site. It provides us with the opportunity to develop the personality of our brand, develop our social media and digital activity as well as secure more column inches in the press. As activity increases at the Lab and beyond, we now need a dedicated communications professional to focus on Lab marketing and PR in order to reach new audiences, develop compelling content and most importantly - sell tickets!

Key internal relationships – who will you be working with?

- Report to the Head of Marketing and Communications
- Work alongside the Imagination Lab Manager and the Imagination Lab wider team
- Work closely with Team Operations Manager and Team Operations Assistant
- Work alongside the Development Assistant

Key external relationships – who will you be working with outside of iOi?

- You will support the Imagination Lab Manager with schools (including home education groups and SEND and hospital schools) and teachers
- You will support the Imagination Lab Manager and Development Team to reach communities (Including local councils, housing associations, community groups and online groups)
- Press (you will be responsible for securing listings for events)
- Suppliers (for example printers, SEO specialists, editors)
- Partner organisations (examples of recent partner events include working with Tate and Wellcome Trust)
- Workshop facilitators (we use freelancers and the Lab is used as an event space for third party activities)

Main responsibilities - what will you do day to day?

- End to end set up of the Imagination lab events programme and partner activities using website CMS (wordpress) and Eventbrite.
- Owning the promotion of the diverse range of Imagination Lab and Imagination Hub events across online and offline platforms, which includes:
 - Social media content creation and advertising
 - Creation of Lab print materials using InDesign templates and organisation of print production and distribution
 - Securing listings and press coverage for Lab events
- Reaching out to local communities, community groups and organisations to extend the reach of our events programmes, to make sure were connecting with new audiences in the way they want to hear about us.
- Supporting the Imagination Lab team with on-site branding and event materials to make sure our innovative activities visually and verbally represent the brand.
- Maintaining our vital schools and subscriber databases to make sure we've got the best quality data and are following our new GDPR policy to a tee.
- Working with event partners, workshop facilitators and external venues to profile our partners and leveraging the full range of promotional outlets available to us.
- Ensuring our event attendees receive the information they need to get the best from our events.
- Showcasing our activities from our award-winning programmes through to the amazing inventions and innovations children create at our events with regular blog and social media content.

Person specification – what are we looking for?

Essential

- At least two-three years' experience in events, arts, heritage, culture or charity Marketing or PR (or relevant equivalent).
- Highly motivated with an ability to work independently and reactively.
- Excellent written and oral communication skills.
- Experience of implementing successful marketing and communications campaigns to drive sales or audience development and production of

exciting, customer-oriented marketing materials and or press materials.

- Able to demonstrate and show confidence and experience with social media marketing and content development.
- An ability to be a brand champion, with a keen eye for detail for the application of branding across a diverse range of materials.
- A demonstrable passion for the mission of the Institute of Imagination.

Desirable

- Experience with email marketing platforms
- Experience with Salesforce or equivalent CRM system
- Experience with Wordpress or equivalent CMS
- Experience working in a small team or startup organisation

Personal Qualities:

- Very high degree of attention to detail.
- Creative self-starter, with enthusiasm, imagination and high levels of energy and resilience.
- Strong networking and relationship building skills and the ability to develop and maintain a network of relationships.
- Collaborative and inclusive.

Application process – how do you apply?

Candidates should send their CV, full contact details, an outline of relevant experience and their day rates and availability.

The role requires 3 days a week of time, with a preference for regular days, although there will be flexibility. As some of our events are at the weekend, there will be an expectation of occasional weekend work. Please send expressions of interest to kathryn.wilson@ioi.london and annie.duffield@ioi.london

We are looking for freelance support that can start by September, preferably before.

For more details about the Institute of imagination, please visit www.ioi.london.

Terms and conditions

- Must be available to work 21 hours a week
- Contract will be rolling month on month, but we are looking for someone who will be able to work with us for a minimum of 3 months and possibly up to 6 months.
- Start date in August/ September
- To be based primarily at our central office in Second Home (Shoreditch) with occasional days at the Imagination Lab (Lambeth) and other London locations. Remote working can be discussed but primarily we are looking for someone to work from our offices.

