



FESTIVAL OF NATURE 2019

BioBlitz COMMUNICATE

Freelance Role Description – Marketing and Communications – (Fixed term contract March – July 2019)

The Natural History Consortium is a charitable collaboration of organisations working together to find new ways to connect people and the natural world. Our programmes include Festival of Nature, BioBlitz and our industry conference, Communicate. Please see our website at www.bnhc.org.uk for more details on our charity and our programmes, as well as links to our social media channels. As we head into a busy season of public events, an opportunity has arisen to add a Marketing and Communications freelance post to our small staff team of 4.

The Role

Reporting to the Deputy Chief Executive, the role will work on key marketing and communications activities across all three of our key programmes, with a specific focus on Festival of Nature (and its major pre-event, City Nature Challenge):

- Working a wide range of Festival of Nature partners, exhibitors and supporters to provide written, social and print content to activate their channels to support the Festival programme. This will include communication with up to 100 different organisations across the West of England, including meetings across Bristol and Bath, and working to a detailed schedule to ensure materials are produced and distributed on schedule to successfully create a marketing campaign for the Festival of Nature programme.
Creating content for the charity's 8 social media channels (Festival of Nature – Instagram, twitter, facebook; BioBlitz – Instagram, twitter, facebook; Communicate – twitter, LinkedIn) on a regular and responsive timetable, and producing regular content for the charity's website across all three of the programmes. This will include conducting interviews with participants, exhibitors and partners by phone and in person.
Liaising with our external graphic design supporters to procure materials.
Liaising with local publications in Bristol and Bath to provide listings information, photographs, and press releases
Carrying out administrative tasks related to the marketing and communications tasks
Capturing analytics and monitoring marketing outcomes for evaluation

This is a fixed term contract of 500 hours to be delivered between March 1 – July 30th 2019, for a fixed fee of £10,500.00. This is a self-employed freelance role and the successful candidate will be responsible for their own tax and other benefits. Preference will be given to candidates with availability over the 2 main Festival of Nature event periods (April 26-29 and June 1-9). The role may be delivered, for example, spread evenly (e.g. 25 hours per week for 20 weeks), but we are also open to other configurations based on other job, volunteering, study or caring commitments. At least 75% of the contract must be based in our office (48 Corn Street), including meetings to partner sites. Up to 25% of the contract can be delivered by home-working, but this is not a requirement.

To tender for this contract please send an up to date CV and cover letter in PDF format to Matt Postles (matt@bnhc.org.uk) by midnight on 24th February 2019. Please label each attachment starting with your name (e.g. Jo Bloggs CV.pdf)

In your cover letter please address the following points:

- Tell us about your demonstrated skills for proactive sourcing of content and/or project management working with external partners
Tell us about your demonstrated skills in content creation including links to any recent examples of your communications work (e.g. social media, video/photography content, written content, etc.)
Tell us about your interest in nature and science

