

Crawford Art Gallery is seeking proposals for the provision of Marketing & Communications Administration Services to support the Gallery in the delivery of its Strategic Plan.

### **SCOPE OF REQUIREMENTS**

Crawford Art Gallery invites proposals from providers of marketing & communications services with relevant experience and expertise for a 10 month period governed by a service agreement, that covers the following broad areas particularly (but not exclusively) in relation to the operation of Crawford Art Gallery Limited. The period for delivery of any contracts entered into under the services agreement may extend beyond the date of expiry of the service agreement itself.

General responsibility for the handling of Gallery communications, to all stakeholders, implementation of the Social Media Strategy across all relevant platforms under the direction of the Marketing and Communications Manager to ensure the delivery of the public service mandate of the Gallery.

It is anticipated that up to 35 hours per week will be required to ensure delivery of the scope and in line with gallery needs.

### **SCOPE OF SERVICE**

Working under the direction of the Marketing and Communications Manager, the service provider will work in the following areas of activity:

- Strategic development and awareness of Crawford Art Gallery as National Cultural Institution.
- Deliver on a marketing and communications plan which is designed to build awareness of the gallery and its activities
- Develop increased awareness and recognition amongst target markets
- Engage with the Media on issues on a cross functional basis.
- Implementing the Gallery branding strategy and guidelines.
- Work on market research programmes as required
- Administer the marketing budgets
- Extend the visitor base through increased marketing activity both nationally and regionally.
- Network to broaden awareness and recognition of Crawford Art Gallery amongst a broad variety of sectoral partners and service providers
- Manage and implement advertising in various print, broadcast and other media.
- Public relations work targeting relevant media.
- Promote exhibitions and programmes including organising launches and other events.
- Implement way-finding signage on-site.
- Production of quality promotional literature suitably focused at specific target markets.
- Liaise with Crawford Art Gallery staff, particularly the Learn and Explore department and curators.

- Other duties appropriate to the provision of marketing & communications administration services
- Availability on Sundays and Bank holidays as required.

The above represents the possible range of marketing & communications administration services that may be required by Crawford Art Gallery.

This is a guideline only, and no guarantee can be given regarding the volume of work to be awarded during the life of the service agreement.

### **Rate & Timelines**

Crawford Art Gallery's expenditure on marketing administration services will be at the rate of €16 per hour.

The services agreement is expected to come into effect from mid **June 2021**.

### **Proposals from applicants should include:**

Background information on the provider including CV and marketing & communications qualifications and any relevant scope of work with similar type/size organisations to include an outline of previous experience with:

- print and design
- generation of social media content
- presentation skills, verbal and written
- relationship building/maintenance
- event management
- copywriting/proof-reading

### **Evaluation Procedure and Criteria**

Proposals will be evaluated on the basis of the following:

- 1.** Evidence of significant relevant experience in provision of marketing & communications administration services.
- 2.** Demonstrated understanding of Crawford Art Gallery as an organisation.
- 3.** Overall application content.
- 4.** Interviews

### **Submission date for applications**

Proposals should be submitted via email for the attention of Administration Manager @ [hr@crawfordartgallery.ie](mailto:hr@crawfordartgallery.ie) by close of business **Wednesday 19 May**

### **Confidentiality**

Crawford Art Gallery will treat the content of all submissions as confidential.