

Beyond Face Campaign Storyteller

Deadline for applications: Monday 4th October 12pm

Interviews W/C 11th October



Alright Petal, 2019

Freelance Contract: This role is for someone who is self-employed and eligible to work within the UK as a freelancer. We are unable to take applications from those not eligible to work in the UK or on a temporary Visa.

Fee: £5,000 based on 25 days at £200 a day.

Timeline: 1 day a week between October and March, with a view to extend.

Location: The freelancer can be based anywhere in the South West of England, but we do have activities within this time period taking place in Bristol, Exeter and Plymouth which we might require the freelancer to attend. We are currently operating our team meetings on Zoom.

We would invite the selected candidate to support us in our company development sessions, which would be additional paid days.

Context

Beyond Face is a company based in Devon whose mission is to raise the profile and visibility of artists who are from the African and Caribbean diasporas, people who are South Asian, East Asian, South East Asian, North African, Middle Eastern and from ethnically mixed heritages.* The Company engages with professionals, early career artists and young people, who through this work will engage with the wider community. We create high quality professional performances, as well as delivering projects bespoke to the South West.

2021 marked the 6th year of Artistic Director Alix Harris running activities through Beyond Face. The last 2 years have seen a huge growth in our activities and outputs and we are now entering a new phase as a Company and we need our brand to represent this. We would like to tell the story of Beyond Face in a bigger and bolder way, to shout about our incredible achievements and ensure that our Company reaches even more audiences, artists and young people. We have created this role to support us in this, to work with the team to tell our story. We are currently undertaking a rebrand, with assets ready for the candidate to implement when they begin.

*We recognise that language is always evolving and as a Company we will evolve with the conversation. You can read more about terminology here from [#BAMEOver](#)



2,000 stories, 2019



Job Description

The purpose of the role is to support Beyond Face in telling the story of the Company, actively outlining each programme of work within the Brand Identity.

Key Responsibilities

- Implement our rebranding strategy across all public and internal facing materials, such as Company documents.
- Maintaining Beyond Face's social media pages, and running specific social media campaigns to profile key elements of activity.
- Maintaining and updating our website.
- Designing graphics, including for social media and print.
- Identifying the best methods to reach our audiences, which include artists, young people and communities. This might involve creating and sending mailouts, word-of-mouth strategies or designing bespoke campaigns. During this time period, we would like the candidate to focus on the *We Are Here* artist development programme and identify the best methods for artists to find out more about us and get involved.
- Collate and gather photography and film footage from Beyond Face's past projects, consider how to tell the Company's story and put in place methods for documenting ongoing Beyond Face's activity.

Alongside this ongoing work we would like this person to attend:

- Bi-weekly team meetings (2 hours on Friday mornings)
- Communicate effectively with the wider team using Google email and calendar
- Attend occasional weekly check-ins when a project is live.
- Work closely with team led by AD to look at short term and longer term changes around how we deliver communications as an organisation

Considerations

All activity must adhere to Company policies and GDPR regulations. Subject to successful funding applications, there is scope for additional hours to work on specific projects.



Who's looking back at you? 2018

Experience & Skills

- Experience of telling stories about a Company/brand, as well as promoting projects or shows.
- Experience or desire to work in the cultural sector.
- Experience of working within or around communications/marketing (but not necessarily within the arts).
- Experience of using software such as Adobe Spark, Canva and photoshop. We are open to using different software, should the candidate have a preference.
- Experience of writing copy for websites and social media
- Experience of working on websites, such as Wix
- Experience of using Google Drive
- Experience and/or understanding of how a smaller company operates.

Qualities

- We're looking for a hands-on team player. Someone who is willing to deliver 'on the ground' and make independent choices based on the needs of the team and Company.
- Strong organisational skills, able to stick to project timelines/deadlines.
- Good communication skills, both written and verbal, including strong attention to detail.
- Ability to communicate a message via digital means, to tell a story which will appeal to audiences.
- Someone who enjoys having fun- we are a small team, we work hard but we laugh lots!
- Someone who will be an advocate for the Company, both within and outside of their work.
- Someone who is excited to come with us on our journey.

How to apply:

Please send us an up to date C.V. and a personal statement (no more than 2 sides of A4 or a 5-10 minute video or audio file), to info@beyondface.co.uk. This personal statement should detail your skills and experience and, ultimately, why you would like this role and how you would fit with the company.

We will let all applicants know whether or not they have been invited for an interview. Candidates will be asked to prepare for an interview, a portfolio/example of one previous campaign or project that you felt really proud to work on.

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We are fully committed to the provision of equal access and opportunity, both through the lottery funds we distribute and as an employer. Applications are particularly welcome from people who identify as coming from Black or Asian backgrounds to align with our mission statement and the under representation in the industry, particularly in the South West of England.

Please complete the equal opportunities form by [clicking here](#)

Accessibility

If you would like this document in another format please contact helen@beyondface.co.uk



'Don't BAME it on us' 2016