



## Marketing & PR Management – 2017 Pride Festival

Job Title:	<b>Marketing &amp; PR Manager</b>	Job Category:	Freelance
Location:	96 Bold Street, Liverpool, L1 4HY	Travel Required:	Yes. Liverpool/Merseyside
Date posted:		Closing Date:	5pm - Tuesday 28 <sup>th</sup> February 2017,
Reports to:	Liverpool Pride Board of Trustees	Responsible for:	Liverpool Pride Programme & Production Management
Applications Accepted By		Further Information	
Email to <a href="mailto:tenders@liverpoolpride.co.uk">tenders@liverpoolpride.co.uk</a> by 5pm on Tuesday 28 <sup>th</sup> February 2017.		Ahead of submitting an application, to arrange a Site Visit and discuss this opportunity further, please contact – James Licence - <a href="mailto:James.licence@liverpoolpride.co.uk">James.licence@liverpoolpride.co.uk</a> or 07944 900838	

### ABOUT LIVERPOOL PRIDE

Liverpool Pride was founded in 2010 as a community project to promote equality and diversity, advance education and eliminate discrimination in relation to lesbian, gay, bisexual and transgender (LGBT) people through the annual Liverpool Pride festival and year round programme to support the needs of LGBT people in Liverpool, Merseyside and Halton. Liverpool Pride is a charity registered in England & Wales (1140792)

Our cultural events aim to help improve the well-being of the local LGBT communities and their friends and families, offering fun, accessible participation events throughout the year for all ages and tastes.

The centrepiece, the open-to-all Pride March regularly attracts around 5,000 participants and a further 3,000+ spectators and is a showcase for the city's LGBT community. It culminates in a large open air festival, with well known and loved headline acts which draw audiences from across the region and UK.

Events are arranged in partnership across the city to create safe, friendly environments for LGBT people to meet and take part in a range of activities. These can include guided gallery tours, exhibitions of LGBT history, film, gardening, football, dance, drama and photography, plus much more.

The festival is funded through a mix of local authority and public sector grants and sponsorship; charitable foundations; fundraising events; on site concessions and stalls.

Liverpool Pride has previously attracted audiences of between 25,000 and 40,000 visitors. Liverpool Pride 2017 will take place on Saturday 29<sup>th</sup> and Sunday 30<sup>th</sup> July 2017 in The St Georges Quarter of Liverpool (St Georges Plateau, St Johns Gardens and William Brown Street) and will be a festival style gathering consisting of a Stage on William Brown Street, Stage / Performance Space on St Georges Plateau and a small stage within the community marquee in St Johns Gardens. Various Street-Style food outlets along with bar facilities and retail concessions will also be located across the site. Liverpool Pride works with an overall budget of around £125K.

[www.liverpoolpride.co.uk](http://www.liverpoolpride.co.uk)

Correspondence Address: Liverpool Pride, 96 Bold Street, Liverpool. L1 4HY  
Registered Address: Liverpool Pride, 151 Dale Street, Liverpool. L2 2AH  
Company No 7331788 Registered Charity No 1140792 (England & Wales)



# ABOUT THE ROLE

We are looking for an enthusiastic and organised individual or company to join our team as Marketing & PR Manager. We are searching for someone with relevant experience, creative ideas and excellent organisational and communication skills to manage our growing festival team to deliver our Liverpool Pride Festival to support the needs of the LGBT community in Merseyside.

Applications are welcome from individuals and companies and applicants should have relevant experience in outdoor events, in the areas of stage programming and production.

## CONTRACT LENGTH

The contract will run from appointment until December 31<sup>st</sup> 2017. There will be an option to extend the contract, subject to satisfactory performance, full debrief, funding and contract evaluation. The Board of Trustees would then be happy to receive a proposal for 2018, without the need for a full tender application.

All contracted partners must submit a Final Evaluation within 1 month post festival event, highlighting any; Strengths, Weaknesses, Opportunities, Lessons Learnt and provide any recommendations for future delivery.

All tenders submitted and post evaluations will be measured on; Value for Money, References / Track Record, Creativity and Commitment to Equality & Diversity.

## CONTRACT MANAGEMENT

The contract will include working with the Board of Trustees and relevant agencies and commercial service providers.

The Marketing & PR Manager will be accountable to the Liverpool Pride Board but will work closely with the Event Manager and other contractors including Sponsorship, Programme & Production Manager, March Manager, this list is not exhaustive.

The Marketing & PR Manager will report directly to the Board of Liverpool Pride.

## GENERAL DETAILS

Some funding for the event has already been secured but we would look for the successful candidate to also attract and maximise any income streams for the event, in coordination with our Sponsorship Manager. More details can be given on income generation should it be required.

Whilst the event is being organised by Liverpool Pride, the event is being supported and backed by Liverpool City Council and Merseyside Police.

The Board of Liverpool Pride would like to seek tenders for the above, from those with a successful event management portfolio, which can be successfully referenced by 3x individual organisations. Event experience within the Liverpool City Region is desired, but not essential.

Quotes for goods or services from external providers, should be requested from 3x separate suppliers, detailing exactly the items or services they are providing and must also include any VAT costs, if applicable. All quotes should then be forwarded to the Board for approval, which must fall within budget.

# ROLES AND RESPONSIBILITIES

## Marketing Support;

- Advise and support the board, volunteers and other appropriate contractors to develop the identity of this year's event and complimenting activities.
- Act as an advocate for the brand, ensuring brand guidelines are adhered to at all times.
- Coordinate content and manage the design tendering of the main event poster, brochure and any flyers produced to ensure prominence is given to the programme requirements (including act riders), sponsors according to their contribution and core safety messages.

- To obtain quotes for Brochure design, print and distribution, in accordance with the quote requirements as mentioned above.
- Working alongside the charity's social media volunteer(s), coordinate, update and maintain an active presence on social media for the charity ensuring coverage for all core messages, campaigns, sponsors and partners.
- We would be particularly interested in tenders which incorporate new ways of engaging with social media – such as live streaming and how the organisations volunteers may be utilised to ensure effective coverage on the day(s) of the events.
- Work with the Programme and Event Managers, Sponsorship Manager and the wider team to ensure that sponsorship and rider commitments are achieved with respect to Marketing & PR.

### **PR Support:**

- Responsible for managing the contract and relationship with the event's official media partner, ensuring prominence and promotion is mutually adhered to.
- Produce at least 10x press releases for the charity across the contacted period to reach the best exposure and profile of the charity, utilising contacts at local, national and international level. You should also provide a cost for additional press releases above the 10x stated within this tender. As part of the package releases to include (but not limited to):
  - Announcement of fringe/grant funded element(s)
  - Announcement of headline sponsor(s) and raffle
  - Announcement of full event programme
  - Release of VIP Ticketing option
  - Festival success/follow up, 2018 theme survey.
- Act as a point of contact for journalists, bloggers and photographers both with enquiries and on the event day(s), ensuring requests for information are completed, photo, video and interview opportunities are met and accurate information is reported. A collection of all media must be submitted to Liverpool Pride within one month of the event, by all those listed above, for future promotional use.
- Act as the lead for a VIP/Press launch of the event, in-keeping with the event theme, to ensure maximum engagement and exposure from partners, media and sponsors.

### **Upholding Our Values**

- Undertaking work while maintaining the reputation and agreed values of Liverpool Pride.
- Support the delivery of a festival that encourages visibility of LGBT communities.
- Support the delivery of a festival programme that highlights and works with the LGBT communities of Liverpool and Merseyside (including Halton), working closely with the Event Manager to ensure this is delivered.

## **EQUAL OPPORTUNITIES**

Liverpool Pride is an organisation that promotes equality and diversity, particularly in the areas of sexuality and gender identity. Applications are open from any individual or company regardless of sexuality or gender identity as well as race, religious belief, sex, disability or any other irrelevant factor.

## **HOW TO APPLY**

Evidence of events or references for organisations you have previously worked with in an Event Management or Programme & Production Management capacity to support your application is essential. References will be requested from the contacts provided.

Applications of Interest should be emailed to [tenders@liverpoolpride.co.uk](mailto:tenders@liverpoolpride.co.uk) by 5pm, Tuesday 28<sup>th</sup> February 2017. Applications received after this time, may not be considered.