



COVENTRY CITY OF CULTURE TRUST FREELANCE MEDIA RELATIONS AND PR CONSULTANT

Reports DIRECTOR OF AUDIENCE STRATEGY

Role: FREELANCE MEDIA RELATIONS AND PR CONSULTANT
Fee: £20,000 inclusive fee equating to approximately 80 days at £250 per day
Timescales: Commencing from February – June 2022

CONTEXT

We are a diverse, modern city which is re-imagining the role culture can play in bringing people together. Coventry is a city of welcome, a city of activists and pioneers, a city of peace and reconciliation, a city of innovation and invention, a City of Culture.

The Trust is committed to:

- Welcoming 2.5m additional visitors to Coventry in 2021/22
- 80% of the city's residents experiencing at least three events in 2021/22
- Increasing audience attendance from under-represented communities by 20%
- Activating more than 16,000 volunteers and participants
- Making long-lasting, tangible social change in Coventry
- Transforming who holds the power to create and curate in the city
- Starting a wave of cultural investment across the region

Coventry's City of Culture programme began in May 2021 and runs for 12 months, allowing us to keep our promise to the city and region - to deliver an extraordinary year and telling the story of the city that moves.

WHAT WE NEED

The Trust is looking for an experienced Freelancer to support the communications of final 5 months of Coventry's year as UK City of Culture 2021. Working with Advent Communications and Four Communications, the freelancer would be responsible for ensuring our agencies, and Trust team, are appropriately briefed for interviews, identify media opportunities, write and edit press releases, sell-in stories and be a part of the wider Audience Strategy team.

COVENTRY CITY OF CULTURE TRUST
2 CROFT, COVENTRY, CV1 3AZ

REGISTERED ADDRESS: 2 CROFT ROAD, COVENTRY, CV1 3AZ,
COMPANY NUMBER: 09808960
CHARITY NUMBER 1165639, LIMITED BY GUARANTEE
REGISTERED IN ENGLAND AND WALES

THE ROLE

- Liaise with the Senior Team and External Agencies to set and deliver media and communications strategies for upcoming programme and wider Trust activities
- Manage the contracts of local and national PR companies including maintaining oversight of budgets
- Source information for, and write and approve, press releases both for programme and wider Trust activities
- Liaise with the production teams for access to event performers and participants for media opportunities
- Create and cultivate close working relationships with media partners locally, regionally and nationally
- Support delivery of the impacts and outcomes of 2021 including reporting as necessary
- To be available in the city to host press contacts and photographers at events as required
- Work with the Fundraising team to communicate with sponsors and key partners appropriately
- Attending, on behalf of the Trust, industry conferences and meetings as well as local and regional communications groups
- Be aware of and work within the organisation's vision and policies regarding equal opportunities and diversity, artistic ambition, participation and engagement, health and safety, evaluation and monitoring
- Be aware of, and undertake to comply with the Trust's GDPR, Health and Safety and Diversity and Equality Policies

PROCESS

Please submit a proposal addressing your interest, suitability for the contract, proposed approach, breakdown of fee and providing examples of previous work. Please submit an up-to-date CV for yourself and anyone else you might propose to work with to deliver this contract.

As part of this process, please share with HR and Team Development any support and access requirements. We will provide assistance during the application and interview phase, as required.

Please note: If selected for interview, this is likely to take place online via Zoom. We will work with you to ensure any inclusion requirements are met. If you require additional assistance during any stage of this process, including interview, please let us know.



COVENTRY2021.CO.UK
@COVENTRY2021

Coventry City of Culture Trust is committed to equal opportunities and will treat all applications fairly based on written submissions, please complete the anonymous equal opportunities form available at www.coventry2021.co.uk/jobs.

Applications should be sent to recruitment@coventry2021.co.uk.

TIMETABLE

Advertised – Tuesday 11 January 2022

Deadline for submissions – Thursday 20 January 2022

Interviews – Week Commencing Monday 24 January 2022

Fee: £20,000 inclusive fee (equating to approximately 80 days at £250 per day)

For more information about Coventry UK City of Culture 2021 visit www.coventry2021.co.uk.



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