

FREELANCE DIGITAL MARKETING AND COMMUNICATIONS INTERNSHIP

April 2021

DG Unlimited (DGU) is offering an exciting opportunity to undertake a short-term freelance Digital Marketing and Communications Internship. Delivered over a period of 60 days at £82.50 per day (inclusive of travel), activities will run from May to October 2021. The opportunity is funded by The Holywood Trust and is open to a young person between 18-25 whose permanent residence is in Dumfries & Galloway.

If you wish to be considered for this internship, please submit an up to date CV and personal statement. Your CV should also include two referees with their contact details. Your personal statement should be no more than 2 sides of A4 and include the following:

- Your relevant background and experience.
- Your proposed approach and initial ideas for supporting the work of DGU and its partners in promoting Dumfries & Galloway's creative sector using digital communications and marketing (please see key tasks below).

The closing date for submitting proposals is: **5PM, Friday 7th May 2021**. Proposals should be submitted by email to comms.dgu@gmail.com in either PDF or Microsoft Word format, with 'Digital Internship' in the subject field,

DGU may request that you attend an online meeting to provide further details regarding your proposal; the proposed meeting date is **Tuesday 11th May 2021**.

Background

DGU is working with partners to deliver a blend of 'in-person' and digital events or activities, such as the Dumfries & Galloway Creative Showcase at the Royal Highland Agricultural Show (RHAS), the Together Again Season and DGU's Creatives Unlimited programme. DGU also links with its pARTners group, made up of representatives from many of the regions high profile arts events and organisations, encouraging networking, knowledge exchange, cross project/cross art-from working.

DG Unlimited - Dumfries & Galloway Chamber of the Arts, Charity No SC044658



This internship offers a varied and valuable opportunity for someone who wishes to gain practical experience of applying their learning, knowledge and skills to working within an arts and culture context. The successful candidate will work across DGU projects, with an initial focus on supporting D & G's Creative Showcase at the RHAS. The ideal applicant will possess strong knowledge of the digital media landscape, including various social media sites.

- You will work to maintain a **highly professional and effective digital presence** using **website, social media channels, SEO and email marketing**.
- You will **stay ahead of the latest digital trends** and will **use data insights and analytics** regularly to **ensure all digital channels are tailored to the needs of target audiences and services**.
- You will have **administrative duties and liaise with delivery partners** as well as helping to **develop and implement digital content**.

The successful candidate will be supported throughout and be responsible for contributing to website/graphic design projects; creating content, monitoring and posting on blogs and social networks; engaging in online forums and participating in online outreach and promotion; website optimisation and conducting keyword analysis.

Digital Marketing and Communications Intern

The internship is geared towards those aged between 18 - 25 with formal training or informal 'on the job' training who are looking to gain additional, valuable online media experience within an established organisation.

Reports To:

DGU Programmes Manager

Key Duties:

1) Social Media Community Management

- a. Assist with streamlining project specific social media accounts (e.g. Facebook, Twitter, YouTube, Flickr, and other social media platforms), ensuring uniform content and tone of voice for landing pages, graphics, and other elements within the communities.
- b. Posting project specific Tweets on a daily basis and using tools like TweetDeck to plan forward-looking Tweets over weekends and holidays and posting updates to project specific Facebook accounts

- c. Work with DGU freelance team and partners to implement other channel-specific campaigns (e.g. uploading photos to Flickr, videos to YouTube, etc)

2) Coordinating and Distributing Content

- a. Attend regular meetings with DGU freelance team members and partners to establish content ideas and plan social media, editorial, marketing and blogging calendar.
- b. Maintain a social media and blogging calendar and ensure that everyone is meeting their deadlines and liaise with DGU freelance team and project partners to push new social media and blog posts through the calendar.
- c. Set up and manage project specific Flickr accounts and post relevant, interesting photos.
- d. Upload and manage project specific blog posts in WordPress

3) Understanding and monitoring social media analytics

- a. Track key social media analytics on a regular basis.
- b. Track and report website statistics using Google Analytics for example, check how well specific content performs, look at the flow of traffic, the 'share rating' and the total number of viewers and time spent on page.
- c. Use appropriate tools to measure our social media influence and monitor what kind of content gets retweeted/shared to help with future content.
- d. Use Google Reader to follow the blogs and content of similar projects and key supporters.

Required Experience

Criteria	Essential	Desirable
Knowledge, Skills and Abilities	<ul style="list-style-type: none"> • Excellent oral and written communication skills • Working knowledge of using websites and across social media platforms, including Facebook, Twitter, Instagram, YouTube, Pinterest, Snapchat and Google+ • Experience with social media analytics, including Google Analytics and Facebook Insights • Demonstrate a clear interest in communications 	<ul style="list-style-type: none"> • Experience of supporting digital events • Understand good practice/legislation concerning data protection • Knowledge of Photoshop/Adobe InDesign or equivalent

General	<ul style="list-style-type: none"> • Enthusiastic, self-confident, self-motivated, disciplined and organised with attention to detail • Ability to take direction, absorb information quickly and work on own initiative • Results-focused with strong work ethic, responds well to change and meets deadlines • Team Player – Helpful and willing to support the team 	<ul style="list-style-type: none"> • Comfortable working in a constantly evolving environment. • Flexible work schedule
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DG UNLIMITED: BACKGROUND

1. DG Unlimited (also known as DGU) is the day-to-day operating name of Dumfries and Galloway Chamber of the Arts.
2. DGU is an independent arts organisation established in 2012, becoming a Scottish Charitable Incorporated Organisation in 2013.
3. It is a membership organisation with over 550 members. Membership of DGU is free and open to anyone with an interest in the arts.
4. DGU champions, advocates and supports the arts in every part of Dumfries and Galloway by working closely with artists, creative practitioners and stakeholders to provide a strong and independent voice for the region's creative sector.
5. DGU's independence and neutrality within the region's creative sector gives us the credibility to work with individual practitioners and all our arts organisations to define sector needs, broker partnerships, meet specific community and artistic needs, and exploit areas of mutual interest for public benefit and the creative sector itself.
6. DGU's vision is *'To make Dumfries and Galloway the destination place, where all artists and arts organisations want to live, work and make a living'*
7. DGU's mission is *'We seek to create Scotland's leading rural arts network by supporting creative practitioners and organisations to help themselves and each other; providing a collective voice; celebrating and nurturing talent; and growing the next generation of creative practitioners.'*
8. DGU has a Service Level Agreement with Dumfries and Galloway Council to provide advice, proposals and recommendations for consideration by the Council when commissioning arts services in the region.

For more information on DGU please read [Distil](#), DGU's Strategic Plan (2017-2021) and visit our [website](#).

Royal Highland Agricultural Show - Background

1. The Royal Highland Agricultural Show is Scotland's biggest outdoor event. Normally, it would attract over 200,000 visitors to its Showground at Ingliston, Edinburgh over the four days of the event.
2. The RHAS has recently announced that, in the light of continuing uncertainty surrounding Covid-19 restrictions and mass gatherings, it has taken the decision to have a very limited live presence at the show itself this year (numbers very carefully regulated and no spectators) for the full week of 14th June 2021. However, ambitious plans for a virtual on-line show are underway and Dumfries and Galloway, as the host region, is grasping the opportunities afforded to showcase the region in new and innovative ways.
3. **AIM** To promote the **Best of D&G** to a global audience during the run-up to and months following the Royal Highland Agricultural Show 2021 through a range of creative opportunities that puts the iconic Belted Galloway at the fore. These light-hearted projects aim to put Dumfries and Galloway, a diverse rural region, on the map and will also promote Dumfries and Galloway College as a place of learning.

TOGETHER AGAIN SEASON: BACKGROUND

1. Supported by Dumfries and Galloway Council, Together Again is a new, dynamic season of cultural events and activities (physical and/or online) that will take place across Dumfries and Galloway from June 2021 to March 2022.
2. Through the Together Again Fund, it aims to stimulate creative activity for a positive impact on the wellbeing of people and communities. This will be achieved by supporting the production and delivery of new creative events/activities, or sharing existing creative work with new audiences, through (but not limited to) concerts, workshops, performances, exhibitions, film screenings and literary readings.
3. Combined, all supported activities will become bigger than the sum of their individual parts and collectively will be recognised and promoted as the Together Again Season. Other activities not in receipt of Together Again funding will also be encouraged to badge themselves as being part of the Together Again Season by using its bespoke logo.

4. Together Again acknowledges the vital role that creativity and culture plays in our lives, how it connects people, contributes to the region's economic recovery, and promotes community cohesion and individual wellbeing.

DGU CREATIVES UNLIMITED PROGRAMME: BACKGROUND

1. DGU has developed Creatives Unlimited to support and enhance the sustainability and resilience of the region's creative professional practitioners and arts organisations.
2. Dumfries and Galloway has a long-acknowledged vibrant and talented creative community and Creatives Unlimited has been designed to ensure it supports and connects individuals and organisations working across all art-forms. Working collaboratively, we aim to raise ambition, stimulate growth and increase the capacity of individual artists and organisations to help fulfil their potential.
3. Funded by Creative Scotland, The Holywood Trust, and Dumfries and Galloway Council, Creatives Unlimited consists of an initial year-round, region-wide programme of support, training, mentoring, guidance, artists' resources and networking events.
4. Creatives Unlimited has three key strands:
 1. [Growing Leaders](#) – nurturing existing and emerging creative leaders
 2. [Growing Ambition](#) – stimulating artistic ambition and building capacity
 3. [Growing Visibility](#) – increasing the visibility of our creative sector and its impact regionally, nationally and internationally

pARTners GROUP: BACKGROUND

1. The pARTners Group Membership:
 - Absolute Classics; DG Unlimited; Dumfries & Galloway Arts Festival; The Catstrand; The Stove Network; Upland.
2. The pARTners Group exists to
 - Create an open platform for information sharing, networking and to maximise opportunities and partnerships to support the region's creative sector;
 - Support DGU in providing guidance, strategic direction and demonstrating leadership on behalf of the region's creative sector;

- Be a critical friend to DGU by providing specialist art form expertise and being a 'greenhouse' for exploring emerging ideas, debating critical issues and nurturing collaborative working;
- Provide a safe place to test new ideas and thinking;
- Contribute to consortium funding bids and the delivery of complimentary services through partnership working for the benefit of the region's creative sector.