



FREELANCE COMMISSION OPPORTUNITY

April 2021

DG Unlimited (DGU) wishes to commission a freelance professional to undertake a short-term contract for services worth up to a maximum of £5,000 to deliver the following:

- Establish a **membership recruitment strategy** for DGU that details an effective membership campaign and lead on its initial implementation. We are keen to recruit all levels of creative practitioner including emerging and those studying an appropriate course at tertiary level and above.
- Undertake the annual **DGU members survey (2021)** and the production of an associated report outlining key findings and recommendations.
- Establish a **communications strategy** across all communications channels and lead on its initial implementation including the set-up of templates/processes.
- Build a comprehensive relevant **media distribution list** and instigate relationships with key relevant journalists and broadcasters.

The successful candidate will work closely with DGU's Arts Development Director and Programmes Manager. They will have a proven track record of achievement in the successful delivery of the project's deliverables. They should have an understanding of membership organisations and a good knowledge of Dumfries and Galloway's cultural and creative industries. It is essential the candidate has the ability to write clearly, accurately, and professionally for a range of audiences.

If you would like to be considered for this contract you are asked to submit an up to date CV and proposal. Your proposal should be no more than 3 sides of A4 and include all of the following:

- Your relevant background and experience
- Your approach and initial ideas for delivering this contract including proposed measurable outputs for initial implementation of the membership recruitment strategy and communications strategy.
- Timeline for completion of the contract's deliverables.
- Total cost including day rate and VAT (if applicable).
- Examples of previous relevant work (these can be additional attachments).

The closing date for submitting proposals is: **5PM, Wednesday 21st April 2021.**

Proposals should be submitted by email to comms.dgu@gmail.com in either PDF or Microsoft Word format.

DGU may request that you attend an online meeting to provide further details regarding your proposal. This meeting will take place on **Tuesday 27th April 2021.**

This is a fixed fee contract and all deliverables must be delivered within the agreed available budget and negotiated timeline.

If you would like to have an informal discussion regarding this contract for services please contact David McDonald, Arts Development Director, DG Unlimited david.mcdonald@creativeconsultant.org.uk

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](#).

CONTACT DETAILS

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<http://www.dgunlimited.com/>

