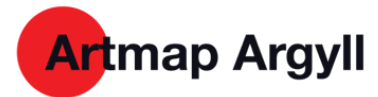


Contractor Specification

Artmap Argyll Social Media Coordinator



Artmap Argyll is looking for an enthusiastic individual to coordinate our social media during the 2020 edition of our annual open studios event. This event takes place over two weekends at the end of August and brings over 3000 visits to artist studios and venues throughout Argyll each year.

This year 32 artists and venues will be opening their studios to visitors whilst observing appropriate physical distancing rules. Alongside this we are adopting a more digital/online focussed approach to promoting and information sharing. This makes our online presence leading up to and during the open studios all the more important to the success of the event.

1. Goals:

- To promote the open studios to an online audience
- To lead a lively online conversation with visitors and artists during the open studios
- To document and share the diversity of work/artists/studio spaces taking part
- To answer questions from the public during the open studios (directing them to Artmap Argyll committee or Artists where appropriate)

2. Expected Tasks:

- Discuss & Agree social media plan with Artmap Committee
- Make appropriate use of Artmap Argyll visual assets and brand to support the social media plan
- Run Artmap Argyll social media accounts (Facebook & Instagram) in the lead up (2wks prior) to open studios and over the 2 open studios weekends
 - Number/type of posts per day to be agreed with Artmap Committee
- Support our artist members to produce and supply content for Artmap Argyll's social media accounts
- Sharing content from artists and venues social media
- Replying to/forwarding any questions which arise on social media from members of the public

3. Expected Outcomes:

- Posts should communicate how artists approach their work, their process, their materials and what it is like to visit their studios.

- Posts should give the sense of Artmap Argyll as a network of artists across the area, not just as independent studios
- Whilst travel by the coordinator to artists studios is not required, posts should create a sense of travel and interconnectedness between studio locations

4. Essential Skills:

- Proven ability to engage audiences on social media
- Creating content for social media platforms
- Photo editing/visual design
- Photography/videography

5. Desired Skills:

- Access to and ability to use photo editing software (e.g. Adobe Photoshop, GIMP, Darktable or similar)
- Access to and ability to use design software (e.g. Adobe Illustrator, Inkscape or similar)
- Art or design background
- A knowledge of the geography and culture of Argyll

6. Essential Equipment (it is the contractor's responsibility to provide this):

- Access to a smartphone or tablet

7. What Artmap Argyll will provide:

- The coordinator will be supported by the Artmap Argyll committee as appropriate
- Our vision for the open studios social media coverage. This will be discussed and agreed with the successful applicant prior to open studios
- Access to our Facebook & Instagram accounts
- Contact details for all open studios artists

8. Budget

- Artmap Argyll has a total budget of £900.00 for this project

9. Duration

- We are looking for the coordinator to run our social media over the period 10th August to 31st August
- The open studio weekends are 21st - 24th & 29th - 30th August 2020

Anything produced within terms of the contract is owned by Artmap Argyll

To apply please send;

- a proposal detailing how you would approach the tasks and outcomes stated (500 words)
- a relevant CV
- a brief description of why you believe you would be suited to the role (300 words)

to admin@artmapargyll.co.uk by 20/07/20₂

The Artmap Argyll committee will notify applicants of our decision by 31/07/20₂