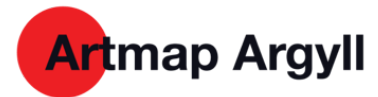


Contractor Specification

Artmap Argyll Social Media Coordinator



Artmap Argyll is looking for an enthusiastic individual to coordinate our social media during the 2022 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 45 artists and venues across Argyll and the isles will be opening their studios to visitors. Alongside this we have since 2020 adopted a more digital/online focussed approach to promoting and information sharing. Our online presence leading up to and during the open studios is important to the success of the event. Recognising this we have in 2020 and 2021 created a social media co-ordinator role and we would like to do the same in 2022. In order to build on work from the previous years a set of resources created during the 2020 and 2021 open studios will be made available to the co-ordinator for 2022.

1. Goals:

- To promote the open studios to a wide 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)
- Provide some social media training to the Artmap Argyll Membership

2. Expected Tasks:

- Discuss & agree a 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
- Identify and engage with relevant social media accounts who could share Artmap posts with their audiences
- Support our artist members to produce and supply content for Artmap Argyll's social media accounts
- Reshare content from artist and venue social media accounts
- Reply to/forward any questions which arise on social medial from members of the public
- Run a social media training session for Artmap Argyll members
 - Content of the session to be agreed with Artmap Committee

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 Experience:

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

5. Desired Experience:

- An arts or design background and knowledge of Argyll
- 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)

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
- Resources created by the social media co-ordinator in 2020 and 2021 will be shared

8. Budget

- Artmap Argyll has a total budget of £1000.00 for this project

9. Duration

- We are looking for the coordinator to run our social media over the period 8th August to 30th August
- The open studio weekends are 20th - 21st & 26th - 29th August 2022

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 max.)
- a relevant CV
- a brief description of why you believe you would be suited to the role (300 words max.)

to admin@artmapargyll.co.uk by 20/07/22.

The Artmap Argyll committee will notify applicants of our decision by 31/07/22.