

## **Freelance Marketing Specialist – Richmond Arts Service**

### **Freelance Brief**

**Location:** Hybrid

**Duration:** September-December

**Compensation:** £2500 (1 day a week over 15 weeks)

**Application Deadline:** Monday 22 September 2025

**How the project will be managed:** The consultant will be directed by Richmond Arts Service

### **About us:**

Richmond Arts Service fosters creativity and enjoyment of the arts, enabling people to reflect on their lives and develop new ways of seeing the world. We bring experimental engaging art to the borough and provide strategic leadership for the local authority, ensuring that local people benefit from a vibrant arts ecology.

The Arts Service leads on two main public programmes, Richmond Arts and Ideas Festival and Orleans House Gallery.

We are looking for a passionate **Freelance Digital Marketing Specialist** to support the marketing of the commercial programme at Orleans House Gallery throughout the winter season.

### **The brief:**

As the Digital Marketing Specialist, you will be responsible for executing and coordinating a marketing campaign relating to our winter commercial programme across various digital platforms. Your goal will be to elevate our online presence, boost foot traffic at events, and maximise online engagement during this peak period.

The four primary areas of focus throughout this period are:

- The Christmas Shopping Weekend (taking place at Orleans House Gallery on Saturday 29 & Sunday 30 November 2025)
- The launch of a new exclusive hire offer launching in Summer 2026
- The festive shop at Orleans House Gallery
- The Café at Orleans House Gallery

### **Key outputs include:**

- **Content Creation (a):** Boiler plate copy and images exist for some of the activity which takes place annually. Your role is to repurpose this content, and build on it as required, to create visually appealing and engaging content for social media, newsletters, and paid ads. Ensure that all content reflects the key messages for the overarching Orleans House Gallery institutional brand

- **Content Creation (b):** To capture content where it does not yet exist. Examples include coordinating with artists selected to take part in the Christmas Shopping Weekend to undertake maker interviews; real time photography of events; real time filming of spaces and activity; storytelling tailored to various targeted audiences
- **Email Marketing:** Develop the content for agreed email campaigns, and to work with our Front of House team in building these emails and ensuring their appropriately targeted distribution
- **Listings and Press:** Identify and upload content to relevant free listings in addition to contacting relevant press outlets to maximise visibility of events and increase publicity
- **Paid Advertising:** Plan, launch, and optimize paid ads on Google, Facebook, and Instagram to drive online engagement to our website and in person footfall to Orleans House Gallery. To identify and co-ordinate paid advertising opportunities with local publications

We would like you to demonstrate your success through:

**Campaign Execution** Evidencing all campaign outputs assigned to you have been delivered.

**Content Creation** Working with the Arts team to identify opportunities where new content can be captured. Capturing and editing the content ready for use.

**Email Marketing:** Evidence of email marketing campaigns

**Listings and Press:** Evidence of listings and press releases

**Paid advertising:** Evidence of campaign delivery with click through rates to the Orleans House Gallery website

## About you

### You will have:

- Proven experience in digital marketing, preferably within the visual arts or creative industries.
- Strong understanding of social media platforms and trends, particularly around Instagram in the cultural landscape.
- Proficiency in email marketing platforms (Mailchimp, etc.) and ad management tools (Google Ads, Facebook Ads Manager).

- Strong graphic design skills (e.g., Canva, Photoshop) to create engaging visuals.
- Excellent communication skills and a creative eye for detail.
- Experience of writing and creating engaging text and of copywriting / editing existing text.
- Ability to work independently, meet deadlines, and quickly adapt to a fast-paced, dynamic environment.

### **Preferred Skills:**

- Knowledge or passion for contemporary visual arts and art gallery operations.
- Understanding of seasonal marketing trends and consumer behaviour
- Understanding of Richmond, local to Richmond.

### **Useful Pages**

[Orleans House Gallery](#)

Facebook: @orleanshousegallery

X: @Orleanshg

Instagram: @orleanshousegallery

### **How to Apply:**

Please submit your CV and covering letter detailing your production experience and your approach to working with us.

Send applications to [artsinfo@richmondandwandsworth.gov.uk](mailto:artsinfo@richmondandwandsworth.gov.uk) by Monday 22<sup>nd</sup> September 2025 at 11.59pm.

If you have access requirements and would prefer to apply in a different format or would like us to make reasonable adjustments to the interview process, please let us know.

Interviews (online or in-person) to take place on the 1<sup>st</sup> or 2<sup>nd</sup> October. We hope the contract to begin within the last two weeks of October.