

## **Freelance PR Support – Invitation to tender**

### **Overview**

Creative UK is seeking an experienced and passionate PR professional who will operate at the heart of our North East programme. Using your understanding of public relations and the local creative business sector, you will work with the Creative UK team to plan, write and implement publicity campaigns, including press releases and pitches, to ensure that our activity is reaching the right audiences in the region.

### **About Us**

#### **About Creative UK:**

Creative UK is the national network for the Creative Industries. We are an independent membership organisation that champions the value of the Creative Industries. We know that talent is everywhere, but opportunity is not. Creative UK connects talent, business and organisations across the Creative Industries; from arts and culture, film and TV and video games to design, publishing and architecture and everything in between. At Creative UK, we support companies and people working in the creative sector by offering development opportunities at a local and national level, through our network of partners across the UK. We invest by identifying untapped potential to accelerate growth, providing tailor made resources and financial expertise. We do all of this because we believe in the power of creativity to change lives. <https://www.wearecreative.uk/>

#### **About North of Tyne Culture and Creative Investment Programme:**

The North of Tyne Culture and Creative Investment Programme launched in summer 2020, offering a combined package of financial and business support for freelancers and businesses working in the culture and creative industries in North of Tyne Combined Authority Area (North Tyneside Council, Northumberland County Council, Newcastle City Council). <https://www.wearecreative.uk/northoftyne/>

#### **Programme outline:**

The programme consists of activities in the form of:

- Loans

- Equity finance
- Small grants
- Workshops/masterclasses
- Bootcamps
- Internships
- Networking events
- 1:1 sessions with business advisors

It supports:

- Commercially viable, growth-minded businesses that are innovative, operate in the creative and cultural sector, and able to deliver meaningful impact in the region
- Development of new business models
- Accessing new markets
- Bringing new products/services to market

### **Key PR objectives**

- Increase awareness and engagement of the programme to a relevant, regional audience
- Work and collaborate with partners in the region to improve campaign reach
- Hit output objectives
- Clearly message the programme and how it fits with broader Creative UK activity

### **Audience:**

#### **Primary:**

- Creative and Cultural businesses/freelancers based in the North of Tyne looking to diversify their business offering, or work on their business model

#### **Secondary:**

- Regional stakeholders
- National Stakeholders
- Governing bodies/ALBs
- Government departments

## **Messaging**

### **Investment**

- Creative UK has a new investment offer for businesses and freelancers working in the culture and creative industries in the North of Tyne Combined Authority Area.
- As experienced impact investors, we're well-versed in what creative businesses need to thrive and we know how to make it happen.
- Through the North of Tyne Culture and Creative Investment Programme, we are investing over £2 million through loans and equity investments, on behalf of the North of Tyne Combined Authority.
- £500,000 in grant investment, including Challenge activity
- We are looking for commercially viable, growth-minded businesses that are innovative, operate in the creative and cultural sector, and able to deliver meaningful impact in the region.

### **Business Support**

We have crafted a programme of business support for the North of Tyne's creative and cultural enterprises to aid their success. The programme will cover a suite of business-critical issues, including:

- Access to finance and fundraising capacity
- Investment readiness
- Business growth and resilience
- Marketing
- Cross-sector collaboration, co-creation and networking
- Internships
- Creative Fuse partnership

### **Eligibility**

You will have:

- Excellent practical knowledge and understanding of PR – from strategy through to tactical delivery.
- An understanding and knowledge of the creative and cultural sector in the North East
- Excellent copywriting, English language, communication, and interpersonal skills.
- A demonstrable ability to develop and maintain strong and productive relationships with relevant media contacts.
- Strong understanding of crisis comms principles.
- 2-3 years' experience in a PR and Communications environment

## **Location**

You will be based in the North East. Creative UK operates a flexible hybrid working policy, this role will require remote working. Candidates should have a willingness to travel across North East region.

## **Budget and timeline**

Annual budget of up £4,000 (including VAT), subject to discussion. Budget will be distributed in quarterly instalments.

Please note, there may be the opportunity for additional work related to other North East programmes when they arrive.

We are asking candidates to submit a CV and brief overview of what could be achieved with the available budget by **Monday 5<sup>th</sup> December 2022**.

## **Contact details**

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