



**INVITATION TO QUOTE FOR
Digital Marketing and Online Content Editor
for Glasgow International 2020
SCOPE OF SERVICES**

SCOPE OF REQUIREMENTS

1. Introduction

Glasgow International Festival of Visual Arts is seeking a Digital Marketing and Online Content Editor to develop and deliver high quality, engaging content for the 2020 edition of the festival's web and social media platforms.

Applications are sought in the format of a written proposal outlining how the brief would be achieved. Please include a CV outlining recent relevant experience.

2. Background

GI 2020 Festival Objectives

GI's Mission:

To celebrate, showcase and enhance Glasgow's position as an international centre of contemporary art and as a unique centre of production and presentation.

Furthermore, GI is:

- An advocate and champion of the artistic community in Glasgow and, more widely, for sector development.
- A place maker, illuminating the city with a vibrancy and energy.
- A vehicle for economic growth, civic pride, community cohesion and wellbeing.
- A talent scout with a magnetic effect, attracting an international art world to Glasgow.
- A catalyst for artistic career development at multiple levels.
- An inclusive and collegiate framework for showcasing the best of the city's artistic talent on an international platform.

GI's Long-term outcomes

- New, diverse and ambitious works of international significance and merit are commissioned, produced and presented.
- Enhanced status of the festival locally, nationally and internationally, with continued confident positioning of Glasgow as a leading city of contemporary visual art
- Heightened recognition of GI as ground-breaking festival, through presentation of new ideas and ways of working.
- Broader and more diverse representation, through proactive curation of non-Western artists being supported through the Director's Programme.
- Presentation of work of enhanced scale and ambition that could not otherwise be achieved, outwith the festival context.

- Positive and influential impact on career development for artists, curators and grassroots collectives, with GI being instrumental in fostering development of artistic practice.
- Increased diversity of audiences attending the festival, reflecting more closely the demographic of the city of Glasgow (and Scotland).
- Enhanced levels of civic pride and appreciation of the festival, through the year-round development of socially engaged programmes and creative learning.
- Wider public and political recognition of the value and contribution of contemporary visual art in the city and Scotland.
- Maintained recognition of GI as a major signature event by public stakeholders, with evident economic impact, including increased resilience from income from non-public sources.

GI's KPI's for 2020

Press Value: £80 million (5% increase)

Unique Visitors: 22,765 (5% increase)

- Local audience increase of 4%
- Rest of Scotland: 10%
- UK: 6%
- Overseas: 10%

Total Attendances: 256,200 (5% increase)

3. Outline

You will have a proven track record of working with digital content and copy and will have at least 2 years' experience of sourcing, commissioning, creating and editing content across web and social media channels. You will be an excellent online communicator and will be fascinated by all things digital content and social media related.

Alongside GI's Marketing Manager and Festival Coordinator, you will be instrumental in the strategic development and delivery of GI's online communications (including but not limited to website, social media and all digital communications) in the run up to, and during the festival. You will lead on building the programme and listings pages on the festival website and content relating to the festival programme, history and participants. You will also lead on the social media strategy and delivery.

Key Tasks:

Development and implementation of online and social media strategies: (c40%)

- Devise, develop and implement digital engagement strategies and social media campaigns to cover the festival website and social media platforms, in collaboration with the Marketing Manager and wider GI team
- Develop weekly and monthly online and social media engagement plans that will attract and increase key audiences
- Proactive communications with key teams to identify content and ensure effective messaging and tone of voice across online channels

- Produce specific content to target audiences through digital platforms, predominantly the festival website and social media platforms
- Develop online style guidelines for the organisation and for participants of the festival
- Develop e-newsletters and digital announcements
- Organise and deliver editorial projects
- Identify future development opportunities for the festival website, including digitisation of archive content
- Lead on monitoring digital audience engagement, from the festival website, social media and other platforms
- Analyse online engagement; identify successes, patterns and opportunities and feed research and findings into robust evaluation and reporting processes which can be built on with each festival.

Editing content for web and online platforms: (c60%)

- Build festival event listings for all exhibitions (c62) and additional events, as well as update all supporting web pages
- Review, proof and edit content to ensure accessibility and usability
- Support festival participants prepare and write website ready content
- Audit and monitor content on the website to ensure it is aligned with the editorial policy and online principles
- Ensure all editorial content on the website is well optimised for natural search

4. Outputs and Milestones

- Headline Programme announcement: Late September 2019
- Full programme live on website: November 2019
- Full Programme Announcement: January 2020
- Festival Preview days: Thursday 23 – Saturday 25 April 2020
- Glasgow International 2020: 24 April – 10 May 2020

Applicants should be able to demonstrate the following skills, knowledge and experience:

- At least two years' experience working in a communications, digital, social media or marketing role
- Experience of producing compelling, consistent content (copy, blogs, gifs, films etc.)
- Experience of using web content management systems and other software relating to web content creation
- Experience planning and delivering social media strategies to ensure campaigns are consistent and engage audiences'
- Confident in using a range of social media platforms
- Demonstrable experience managing large volumes of online content
- Digital content experience in arts or events sector
- Experience of proofreading and editing online content
- Demonstrable experience of reaching a wide range of audiences through development of appropriate/targeted content

- Understanding of usability and accessibility on online platforms
- Excellent computer skills including working across mac and pc platforms, and familiarity with CMS and CRM systems
- Proven experience of ensuring editorial is consistently produced with the appropriate tone to suit the requirements of different audiences
- Experience of collating audience statistics from sources including google analytics and others, for reporting purposes
- Confident in collecting and analysing data to make content decisions and reviewing the success of different approaches
- Working knowledge of issues in a web environment such as GDPR, copyright, privacy and website accessibility
- Understanding of SEO, Google Analytics and social media algorithms

In addition, desirable skills and experience are:

- Familiar with Adobe InDesign, Wordpress, SurveyMonkey
- Educated to degree level (or equivalent qualification) in arts related subject, or equivalent experience in arts or cultural organisations
- Evidence of managing team members, interns or volunteers
- Experience of event management or working within a festival context

5. Fees and Costs

The budget for the contract is £6,000 (ex VAT). It is expected that the work will take approx. 50 days spread over contract duration.

Rates and prices shall be deemed inclusive of all additional expenses howsoever incurred.

The role will be paid in 6 instalments on receipt of a valid undisputed invoice. It is the responsibility of the company to pay any relevant income tax and national insurance relating to this contract.

October 2019: £1,000

December 2019: £1,000

January 2020: £1,000

March 2020: £1,000

April 2020: £1,000

May 2020: £1,000

Any additional expenses must be agreed in advance in writing with the Festival Manager.

Please ensure all materials or services are paid through the following procedure: completed invoice including a unique invoice no, job description and bank details with the following code: CCAYGK CCAYGJ14 142002 and a completed Tax Liability Disclaimer if you are not VAT registered. All invoices need to be addressed to: Glasgow Life, 220 High Street, Glasgow, G4 0QW

Please email to diana.stevenson@glasgowinternational.org or print, sign and post the invoice to: Diana Stevenson, Festival manager, Glasgow International, 103 Trongate, Glasgow G1 5HD. Invoices will be coded, signed and passed to finance department in Glasgow Life headquarters, where they will take 30 days to process. Please contact the admin hub if you have any enquiries relating to the invoicing procedures.

6. Disclaimer

While information provided within, or at any time in connection with, this Invitation to Quote (“Information Provided”) has been prepared in good faith, it does not purport to be comprehensive or to have been verified independently. Neither Glasgow Life nor any of its agents or advisers accepts any liability or responsibility for the accuracy, adequacy or completeness of any of the Information provided or any opinions contained in this Invitation to quote or of any other information made available during the quotation process. No representation or warranty, express or implied, is or will be given by Glasgow Life or any of its agents or advisers with respect to such Information provided or opinion. Any liability is therefore hereby expressly disclaimed.

Nothing in this Invitation to Quote, or Information Provided, is, or should be, relied upon as a promise or representation as to Glasgow Life’s ultimate decisions in relation to the services required. Neither Glasgow Life nor its advisers have carried out verification of the Information Provided. Neither Glasgow Life nor its advisers shall be liable or responsible for negligence or failure to exercise any degree of skill or care in connection with the production of the Information Provided or for any action taken by you as a result of the Information Provided.

Neither Glasgow Life nor its advisers shall be liable or responsible for any statement, opinion or conclusion contained in, or any omission from, the Information Provided or in respect of any other written or oral communication, transmitted or otherwise, made available to you, and no representation or warranty is made in respect of such statements, opinions or conclusions. Tenderers must rely on their own enquiries and on the terms and conditions contained in any agreement, when and if finally executed, subject to such limitations and restrictions as may be specified therein.

The submission of a quotation will imply acceptance of the foregoing provisions by the relevant Tenderer without qualification. Any attempt to qualify any of the foregoing provision in this “Disclaimer” section, either expressly or impliedly, may result in a Tenderer being disqualified.

Firm Offer

All quotation prices and / or rates will be regarded as “Firm Price Offers” for the whole of the period of the services. The Invitation to quote shall remain open for acceptance until the key date for the commencement of the works within the Contract Data

Any extensions to this period may be made after agreement in writing.

Net Prices

Any new prices quoted on the quotation must be strictly net prices. The Consultant will be deemed to have satisfied himself that the net prices submitted on the quotation include an allowance for all matters in respect of safety, health and welfare and the conditions of employment of work people and all insurances or other matters necessary for the satisfactory execution of the services required (e.g. supply of media, standard printing costs).

Incurred Tender & Other Expenses

Glasgow Life shall not be responsible for, or pay any costs and expenses which may be incurred by the Tenderer in connection with the preparation and submission of their quotation, including the attendance at any pre or post quotation meetings, site visits, negotiations etc.

Sufficiency and Accuracy of Quotation

Tenderers will be deemed to have examined all the elements of the Invitation to Quote, and by their own independent observations and enquiries will be held to have fully informed themselves as to the nature and extent of the requirements of the quotation.

Tenderers are cautioned to check the accuracy of their quotation prior to submission. If a quotation is found to contain clerical errors or omissions, Glasgow Life may, at its sole discretion, seek clarification of the relevant text from the Tenderer. Under no circumstances may the quotation be amended after submission. Glasgow Life reserves the right to disqualify incomplete Quotations.

Sub Consultants and/or Specialist Contractors

Where any Tenderer intends to employ the services of any sub-consultant and/or any specialist contractor to deliver the services or works contained under any project within this Invitation to Quote, it is expected that the Tenderer will assume the role of lead consultant for this project and will act as the point of contact for Glasgow Life. The lead consultant will deal with all issues and take responsibility for ensuring that the project is delivered to the satisfaction of Glasgow Life.

Acceptance of Quotation

Glasgow Life does not undertake to accept the lowest Quotation offer, or part, or all of any Quotation offer and the acknowledgement of receipt of any submitted Quotation offer shall not constitute any actual or implied agreement between Glasgow Life and the Tenderer. Glasgow Life reserves the right to accept any part, or all of any Quotation offer or Quotation offers at its sole discretion.

Copyright

Copyright of all reports, drawings and other materials or information provided to the supplier forming part of this appointment remains the property of Glasgow Life and may not be reproduced in whole or in part by the supplier or by any third party without the written agreement of Glasgow Life.

Insurance requirements

Glasgow Life's Insurance Requirements are:

- The organisation/consultant shall take out and maintain throughout the period of their services Employer's Liability insurance to the value of at least TEN MILLION (£10,000,000) POUNDS STERLING in respect of any one claim and unlimited in the period.
- The organisation/consultant shall take out and maintain throughout the period of their services Public Liability insurance to the value of at least FIVE MILLION (£5,000,000) POUNDS STERLING in respect of any one claim and unlimited in the period.

Glasgow Life also requires that the successful bidder will retain a sufficient level of Professional Indemnity Insurance required to cover any services to be performed within the scope of the contract.

The standard requirement for Glasgow Life is:

- Applicant shall take out and maintain throughout the period of their services Professional Indemnity insurance to the value of a minimum FIVE MILLION POUNDS STERLING (£5,000,000) in respect of any one event and in the aggregate.