

Events Portal Project

The Museum of East Asian Art (Bath, UK) is looking for a freelance Digital Marketing Consultant, with a background in digital marketing, audience development and training experience. This role will support our online Events Portal Project, which is funded by West of England Combined Authority (WECA) therefore we are seeking to work with a professional based in Bath and Northeast Somerset, Bristol and South Gloucestershire.

Role	Project Timeline	Fee (inclusive of all expenses and excluding VAT)
Digital Marketing Consultant	Between October 2021 – January 2022	£2,500

Location: Delivered remotely and at Museum of East Asian Art (12 Bennett Street, Bath BA1 2QJ)

Status: Freelance Consultant

Reporting to: Audience Engagement Team (AET)

Contacts:

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Rachel Yi Yuan – communications@meaa.org.uk

1. About Us

Just minutes from Bath's Royal Crescent and The Circus, in a restored Georgian townhouse, is the only UK museum dedicated to the arts and cultures of East and South East Asia: The Museum of East Asian Art (MEAA).

Since opening in April 1993, MEAA's unique tranquil space and rare collection has drawn a mix of tourists, scholars and students. MEAA's collection consists of nearly 2,000 sets of objects from East and South East Asia. The collection of Chinese art is particularly comprehensive, spanning in date from 5,000 BC to the present and covering ceramics, jades, bronzes and much more. Some of the Chinese bamboo and wood carvings are among the finest found in European collections.

Frequent special exhibitions and a rich events programme help deliver the museum's aim of encouraging greater understanding of East and Southeast Asian arts and cultures.

1.1 Our Vision

Connecting Cultures: Challenging Perceptions

1.2 Our Mission

The Museum of East Asian Art is the only museum in the UK solely dedicated to the understanding and appreciation of East and Southeast Asian arts and cultures.

We collect, preserve and exhibit artefacts representing more than 7,000 years of artistry and craftsmanship from East and South East Asia. We offer a broad range of opportunities to enjoy and learn about our unique collection and strive to be as accessible to as wide an audience as possible. To achieve this we encourage education, creativity, dialogue and research, and deliver a wide programme of rich learning and cultural experiences.

1.3 Our Audiences

Historically, our core audiences were mainly formed by local residents. During the pandemic, we adapted audience engagement by consulting widely through our social media. Our historic audience model was based on a demographic criteria, however we now wish to better understand what motivates our audiences (e.g. in-depth learning, rich cultural experiences and unique opportunities) and identify their core values (e.g. supporting arts and heritage and connecting with East Asian arts and cultures). We hope to inform our plans by better understanding our post-pandemic audience needs and create a more responsive, tailor-made offer.

There's still lots to learn about our audiences – old and new – and the new ways in which they now would like to engage with cultural organisations, but we know that our audiences have a great motivation in personal and/or academic interest in East Asian arts and cultures and a desire to deepen their knowledge and connection with these cultures.

2. Events Portal Project

2.1 Project Overview

We are currently developing an online Events Portal where audiences can access our past talks and workshops without time or geographical limitations.

The project's core objectives are to explore and set up ways in which we can make our Museum's digital content more accessible for wider audiences. This aims to increase the shelf-life of events, support further income generation, up-skill staff in-house to increase sustainable operations and improve the Museum's offer.

We require support from the Digital Marketing Consultant to ensure that the Events Portal is marketed effectively to ensure the success and long-term sustainability of the online Events Portal.

2.2 Who's Involved

- **MEAA Audience Engagement Team** – *Responsible for overseeing the project*

Holly Foskett-Barnes, Membership and Volunteer Coordinator

Cèlia Domínguez Hernández, Learning Manager

Rachel Yi Yuan, Events and Communications Manager

- **Web Developer, So Design** – *Responsible for building the online Events Portal on the MEAA wordpress website*
- **Film Producer/Consultant, Jon Aitken** – *Responsible for editing all the footage and package them into professional online event products, signposting footage for marketing, training the AET in filming and editing*
- **Digital Marketing Consultant, TBC** – *Responsible for supporting the AET to develop a marketing campaign that reaches new and current online audiences*

3. Digital Marketing Consultant Role Description

3.1 Role Overview

The Digital Marketing Consultant will carry out work to understand MEAA's current online audience and identify key target audiences for the Events Portal. They will develop a marketing campaign plan with the Audience Engagement Team to ensure the successful launch of the Events Portal and engage new and current audiences. This campaign will include a detailed action timeline, achievable targets, and an evaluation plan. The Consultant will also provide advice, guidance and training for the Audience Engagement Team where applicable.

3.1.1 Main Responsibilities

- Undertake initial audit of MEAA's current online audiences via website, google analytics and social media insights
- Work with the Film Producer/Consultant to identify key promotional material from the events footage
- Draw up marketing campaign strategy and detailed action plan for Events Portal launch, including potential advertisement or promotional opportunities
- Ascertain marketing opportunities for the Events Portal that engage with MEAA's wider programmes and activities
- Work with AET to deliver the marketing campaign to ensure the success for before, during and after the launch
- Identify any areas of improvement throughout the project and share professional recommendations for future online marketing activities
- Identify barriers for audiences to engage with MEAA and its online offer and make recommendations about how these barriers can be addressed
- Deliver training to the MEAA team to support future marketing activities

3.1.2 Skills and Experience

- Considerable experience working with museums, heritage, or arts organisations
- Excellent knowledge and skills in digital marketing
- Experience and understanding of digital audience development
- Experience with SEO and Google analytics
- Excellent communication skills
- Ability to work as a part of a team with other professionals and consultants

3.1.3 Estimated Time Frame

10 days consultancy work to be delivered between October 2021 and January 2022.

If the project work is completed before the estimated time frame, we expect the consultant to continue supporting the project team until the end of the agreed days/hours.

4. Estimated Timeline

- 19 Oct - Closing date for applications (12:00pm midday)
- Candidates will be shortlisted by the Audience Engagement Team
- 21 Oct - Interviews held
- 22 Oct - Successful candidate will be informed
- 27 Oct - Briefing with Audience Engagement Team
- Early Nov - Gathering audience insights and development of bespoke marketing campaign
- Early Nov - Test and trialling period of Events Portal to gather feedback
- Mid-Nov - Marketing campaign launch

- Mid-Late Nov - Launch online events portal
(Note: Launch date is subject to the efficacy of the build and implementation of feedback)
- Late Nov - Implementation of new events format and live streaming
- Dec - Completion of project
- Dec-Jan - Project evaluation with next step recommendations

5. Budget

The total amount available is £2,500 for the Digital Marketing Consultant, inclusive of all expenses and excluding Valued Added Tax (VAT). The tender costs include travel and all other expenses. The appointed candidates are responsible for paying their own income tax as well as National Insurance contributions and should have evidence of Professional Indemnity and Public Liability insurance.

6. How to Apply

We are committed to diversity, equity and inclusion in our organisation. This project is rooted in diversity and equity; therefore we highly encourage individuals from under-represented backgrounds to apply.

Submit your CV and proposal of no longer than 3 A4 pages to info@meaa.org.uk with the role you are applying for as the subject line before 19 October (12:00pm midday). Your proposal to undertake this project should include:

- Your relevant experience and why you are the right person for this role
- Example of similar project(s) undertaken
- How you propose to approach the project and meet the project requirements
- A timeline indicating how you would deliver the project with key dates for tasks including a costed breakdown of the fee
- If you are from a background that is under-represented in the cultural heritage sector, we also welcome you to articulate this within your application
- Details of two referees