



Return to Work Support 4 Creative Workers

Freelance Marketing and Information Executive

CULT Cymru is a bilingual skills and development programme that supports creative workers throughout Wales. It is managed by BECTU, a sector of Prospect, in partnership with Equity, the MU and the Writers Guild of GB and is supported via the Welsh Government's Wales Union Learning Fund.

Given the crisis caused by the Covid 19 pandemic CULT Cymru has received funding from Creative Wales to engage two part time freelancers to work with the Skills and Development Manager and Co-ordinator. The freelancers will deliver and sign-post creative workers to practical learning activities and information that will empower them to return to work as safely and as well-equipped as possible.

Activities will include organising a range of workshops and events and sign-posting creative workers to other Welsh Government supported services e.g. the Screen Wales database, Business Wales, the Skills Gateway and other appropriate industry and non-industry learning and support programmes e.g. Wales TUC's wellbeing resources, HE and FE provision, Screen Skills, Re-act etc.

Application Details:

Up to 500 words describing the skills and experience you could bring to the role based on the information provided below. Please include a relevant CV (no more than 2 sides of A4) including 2 referees. (References will not be taken up without your prior consent).

Closing date: Wednesday 10th September @ 09.00
Interview date (via Zoom): To be confirmed

Email: cymru@bectu.org.uk

CULT Cymru Covid 19 Marketing and Information Executive

Freelance/Sole Trader Contracts

Fee: £225 per 8 hour day.

10 days per month (5 months)

Dates: (to be agreed)

September 2020 – February 2021

Working from home.

Aims:

To enable creative workers to enhance their skills and employability during Covid 19 and to ultimately achieve a safe return to work.

Objectives:

To support the recruitment of participants onto the Covid 19 learning programme and to identify and promote other relevant learning and development opportunities for creative workers living or/and working in Wales. This will involve:

- Marketing and promoting the Covid 19 learning activities on the cult.cymru website and social media e.g. facebook, twitter, linked-in, instagram;
- Updating the directory section of the cult.cymru website to highlight key support organisations and programmes available for creatives in Wales;
- Research and promote relevant initiatives and opportunities;
- Writing and designing digital marketing materials e.g. flyers and images suitable for social media;
- Working with the CULT Cymru project manager and the CULT Cymru team to produce a regular newsletter and news items;
- Highlight the successes of learning and development achieved via CULT Cymru;
- Engage with the unions, union members, partners/stakeholders to disseminate information and to identify and highlight successes;

Marketing and Information Executive Role Profile

Carries out a range of tasks including: marketing and promoting the Covid 19 learning and development programme and researching and sharing information around other support initiatives for creatives.

Supports the CULT Cymru Manager and Co-ordinator in preparing reports and presentations.

Key skills:

Essential

- Knowledge of the creative sector (TV, Film, Theatre and Live Events).
- Knowledge of adult learning in particular short-courses.
- Excellent communication skills (in Welsh and English both verbally and written).
- Excellent ICT and Digital Skills - (Microsoft Office: Word, Excel, Powerpoint), Publishing software (e.g. Adobe Photoshop/Indesign), Websites (Wordpress), Newsletters (Mail Chimp) and Social Media.
- A commitment to union values including diversity and equality and the Welsh language.
- Ability to work safely from home with own office equipment.

Desirable

(where required, appropriate training will be provided)

- Knowledge and experience of trade unions in particular the creative unions.
- Demonstrable understanding of GDPR.
- Knowledge and experience of providing bilingual (Welsh/English) accessible / inclusive materials suitable for all including under-represented groups e.g. BAME people, disabled people, LGBTQ+ and those from poorer socio-economic backgrounds.

Siân Gale

Bectu/CULT Cymru

Skills and Development Manager

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