



Hijinx, a not-for-profit professional theatre company, casts learning disabled actors in award-winning productions which tour the world.

Hijinx is one of the UK's leading inclusive theatre makers and providers of performance training for actors with learning disabilities and/or autism.

Following the challenges of Covid-19, we are now slowly return to face-to-face activities, and productions, following a year of digital delivery. Over the coming months we will be continuing the development of our film programme, promoting our actors to the wider arts and creative industries, and refining our award-winning communications training to respond to post-Covid needs. Alongside this, we will continue to create exhilarating and subversive theatre that is highly acclaimed across the UK, Europe and internationally, where artists with learning disabilities and/or autism are involved every step of the way in the making and performing of their stories.

Hijinx recognise, respect and value individual difference. We are committed to the wellbeing of our staff, to being an Equal Opportunities employer, and attracting diverse talent from sections of the community currently underrepresented in the culture sector to help us to develop a more diverse workforce.

The Hijinx team is small, but nimble, and punches far above its weight, supported by an incredible band of freelancers and volunteers. We develop and encourage our employees to grow in their roles and to be the best they can be. We aspire to have a collaborative approach to work whereby staff help and support each other in any way needed to ensure the smooth running of the company and delivery of the work.

From time to time, we engage committed and experienced consultants for targeted support on specialised projects and if this sounds like an organisation and purpose you would like to be involved with, read on!

Marketing & Communications Strategy Project Brief

Objectives

As we resume live activity following Covid 19, the time is right to create a new and ambitious marketing and communications strategy for Hijinx to support the company over the next five years. We would like this project to review our current ways of working and develop and implement a new strategy that will realise Hijinx's mission and vision and support the full breadth of our activity.

You will be passionate about connecting people with the arts, with experience of delivering bold and creative campaigns, expanding reach and engaging stake holders. Above all, you will be committed to inclusivity and accessibility for all, and this will be a guiding principle of your work.

You will be a strategic thinker able to quickly familiarise yourself with a new organisation and be skilled at creating coherent plans that serve a broad range of activities - from ticket sales to film promotion, participant recruitment to corporate training promotion, your job will be to gather all the incredible activity that Hijinx delivers and amplify it externally as a single brand.

Project overview

We would like to explore how we use our marketing and communications to make a step change and support overall organisational growth and development. Currently, our marketing and communications function is carried out with freelance support, focusing on social media, online and press. Part of this role will be to consider the long-term resourcing requirements for the company, and to support the CEO to put that resource in place.

At this stage in our development, we would like to bring in the expertise for a fixed term, focussed project to develop and shape our marketing and communications strategy and support its implementation. The project can be broken down into three main phases:

1. Review

- Work with CEO to review Hijinx's current marketing, communications, and digital work.
- Assess our current requirements for support to build a detailed understanding of the company and its output, including future ambitions and requirements, considering:
 - PR and External Relations
 - Marketing and Communications
 - Digital
 - Audience Development and Data
 - Brand
 - Advocacy
 - Stakeholder Management
- Create a comprehensive stakeholder analysis.
- Work with colleagues across our activities, as well as in fundraising.
- Build a detailed understanding of the Hijinx brand, voice, and character.

2. Strategy

- Work with the CEO and Head of Houses (HoHs) to create an ambitious strategy for Hijinx's marketing, communication, and digital channels which:
 - Considers our brand and how it might be developed and refined.
 - Supports future ambitions as well as current work.
 - Looks across the whole of Hijinx to create a consistent and compelling narrative for the organisation that supports our vision and values.
 - Ensures Welsh language provision across all work.
 - Ensures accessibility across all communications, working to deliver the highest possible standards in inclusive communications.
 - Fully considers data protection and wider information security issues.
 - Establishes effective processes, including sign-off procedures.
 - Considers the role of external suppliers for key areas of provision, translation, design etc.
 - Identifies future resourcing requirements, including three-year budget and staffing requirements.
 - Sets clear and ambitious targets for reach and impact, with evaluation methods to monitor and review effectiveness, as well as documenting activity for the future.

3. Implementation

- Work with the CEO to embed and establish the new strategy.
- Support with recruitment and selection of staff who will take on the long-term delivery of the strategy.
- Oversee the handover to the team who will deliver the plans.

There will be a requirement to provide regular updates on project progress to the Chief Executive and Board of Trustees as directed by the Chief Executive.

Expression of Interest and Selection Process

We have set aside a budget of £4500 for this project, which is inclusive of VAT. Interested individuals, collectives, consultancies, or agencies with experience of working with small charities and/or arts organisations may make an expression of interest by providing an outline of relevant experience and expertise, as well as a proposal outlining how the brief would be approached and how deliverables would be met on time and on budget.

The deadline for expressions of interest is 9am on Monday 2 August 2021. Proposals that meet our brief will be followed up for further discussion and our intention would be to engage the successful party or parties to start the project in September, finishing in late 2021/early 2022.

If you have any questions, please contact Sarah Horner, Chief Executive by email: sarah.horner@hijinx.org.uk

Please email your proposal by 9am Monday 2 August 2021 to: sarah.horner@hijinx.org.uk