

Freelance Brief

Campaign Manager

Greater Essex Cultural Manifesto

Background

Made in Essex is championing the Greater Essex Cultural Manifesto, a vital document designed to unite our diverse creative and cultural sector – from freelancers to large employers. It will clearly articulate our profound value, economic contribution, and societal impact. With strong support from our members and more broadly across the sector, this Manifesto is intentionally apolitical. It transcends devolution and local government reorganisation (LGR) complexities, championing our creative and cultural sector's inherent worth and potential, regardless of political structures.

Why This Manifesto Matters: Navigating a Shifting Landscape

An independent, sector-led Manifesto is crucial as we navigate a profoundly shifting landscape locally and nationally. Devolution and potential LGR locally directly impact cultural service delivery, while national spending reviews bring uncertainty. A fragmented sector risks being overlooked. The Essex Cultural Manifesto tackles these challenges directly:

- Amplifying a United Voice & Elevating Culture's Strategic Importance
- Recognising Our True Impact & Informing Investment Decisions
- Seizing Devolution's Promise & Shaping Policy Frameworks
- Driving Sustainable Growth & Mitigating Risks of Fragmentation
- Leveraging Local Insights & Empowering the Sector's Voice

Informed by our experience as cultural leaders and researchers, our approach to developing this Manifesto is based on deep and meaningful engagement. Reflecting Made in Essex' collaborative and unifying ethos, extensive consultation, involving our diverse membership and wider stakeholders at every stage, is baked into our methodology.

Legacy Beyond Devolution and LGR: A Lasting Impact

The Manifesto's impact could extend far beyond devolution and LGR outcomes. Its legacy could be profound, fundamentally shifting how culture is perceived and supported. It will:

- Establish a unified, long-term vision for Essex culture, transcending political cycles and foster a stronger collective identity and purpose that will guide future development.
- Embed Cultural Advocacy: Demonstrating the power of a collective voice, it builds capacity within Made in Essex and its networks to continue influencing policy and securing resources for years to come.
- Enhance Collaboration and Networks, deepening existing partnerships and forge new ones across boundaries, creating a strengthened network that will be a lasting asset.
- Create a foundation for Investment, providing evidence and articulating our economic and social value, laying the groundwork for sustained public and private investment.
- Catalyst for Innovation: By fostering a more connected and strategic sector, acting as a catalyst for innovation and new cultural delivery models, encouraging innovation.

In essence, the Manifesto is the foundation for a strategic plan that will empower, unite and increase the social and economic impact of the creative/cultural sector in Greater Essex for decades to come.

The Campaign Manager Brief:

1. Project Overview & Context

	Detail
Project Title	The Essex Cultural Manifesto: Creative Advocacy Campaign
Client	Made in Essex (A "network of networks" focused on sector unity and voice amplification.) See Appendix A
Delivery timeline	Campaign manager to be in post by 21 November, to start work immediately, working till mid-February 2026
Project Team	• 2x Made in Essex Co-Founders (Marc De'ath & Julia Payne) • Campaign Manager • Graphic Designer (tbc) • Admin Support • Advisory Group
Manifesto Goal	Create a politically neutral document that: 1. Gathers and reflects the priorities and needs expressed by people working in local arts and culture. 2. Galvanises the sector by establishing a cohesive, consistent narrative that the community can collectively champion. 3. Draws on solid evidence to persuade policymakers and investors to make better, more informed decisions about resource allocation and future strategy in Greater Essex. 4. Shows the immense worth of the creative and cultural sector to the region's economy and society. In short: We're creating a powerful, community-driven case for the economic and social value of culture in Greater Essex, ensuring it receives the investment and support it deserves.

2. Role: Freelance Campaign Manager (Collaborative Execution)

The Campaign Manager will serve as the central creative lead for the digital effort, responsible for designing a high-impact online engagement process and managing the flow of input from the creative and cultural sector. This role requires hands-on collaboration to successfully leverage existing networks and transform creative input into usable strategic data.

Primary Responsibility	Goal & How You'll Achieve It
Collaborative Campaign Design	Goal: Design and run a creative campaign to talk to the entire Creative and Cultural Sector in Greater Essex to find out their top priorities for investment. How You'll Do It: Achieve wide and authentic reach by leading and running a dedicated, targeted online campaign, ensuring it effectively engages with and complements the existing offline engagement process to actively mobilise key groups, including the Advisory Group, Made in Essex Members, NPOs, Local Education Partnerships, specific networks (like Essex Film Collective), and Sector Champions.
Data Organisation & Preparation	Goal: Ensure all incoming sector feedback is structured, clean, and ready for immediate analysis by the Project Team. How You'll Do It: You will establish a clear data flow, manage and organise all received feedback, and apply the agreed-upon classification system to prepare the raw public input for the Project Team's deep analysis and synthesis.

3. Key Responsibilities & Deliverables

The concrete actions and final outputs required to successfully execute the role.

A. Strategic Campaign Design & Partnership

1. **Develop the Creative Campaign Strategy:** Work directly with the Project Team to ideate the core concept, channel strategy, and the precise digital mechanism for collecting user-generated input in a creative, fun, and engaging manner that captures the vibrancy and dynamism of the sector.
2. **Lead Asset Management & Briefing:** Clearly brief and enable the Graphic Designer on all necessary visual assets (templates, campaign branding, event materials) and support Co-Founders in their broader outreach efforts.

B. Execution & Synthesis Support

1. **Oversee Mobilisation & Launch:** Successfully launch and manage the day-to-day operations of the creative social media engagement drive, ensuring consistent momentum across all channels.
2. **Establish Analytical Rigour & Collation:** Collaboratively establish a rigorous analytical framework (the classification system) with the Co-Founders. The Manager will then rigorously collate, organise, and prepare all incoming creative responses into this framework, ensuring clean data ready for the Project Team's deep analysis.
3. **Support Synthesis & Handover:** Provide essential support during the data synthesis period, primarily by clarifying the collated creative input and conducting any necessary spot-checking or re-categorisation requested by the Co-Founders. The manager will ensure a seamless handover of prepared data to facilitate the translation of themes into policy positions.

C. Final Deliverables

1. **Creative Campaign Blueprint:** The master plan detailing the creative concept, social media strategy, engagement targets, and a clear division of labour within the Project Team.
2. **Sector Voice Report (Prepared Data):** The final, structured document presenting the organized, classified creative responses and accompanying meta-data, serving as the essential data backbone for the Manifesto writing team.
3. **Campaign Content Bank:** A curated, organised library of the best visual and creative responses received from the sector.

4. Logistics and Budget

Element	Specification
Primary Audience	The Creative and Cultural Sector of Greater Essex (Must engage freelancers, SMEs, and network members).
Desired Action	Creative Participation: Sector members are inspired to contribute their views via creative, shareable formats.
Reporting To	Made in Essex Co-founders Marc De'ath & Julia Payne
Fee	£4,500 (based on 18 days @ £250)
Target Completion	Draft campaign plan developed by 5 Dec Campaign plan presented to Advisory Group 12 Dec Full campaign plan signed off w/c 15 December Campaign launch 12 January Campaign ends 15 February Campaign outputs report w/c 16th February

5. Application Requirements

Candidates must demonstrate proven expertise in:

- **Partnership Working:** Successfully managing campaigns in a partnership capacity, showing a strong ability to work collaboratively with co-founders and leverage volunteer efforts.
- **Creative Mobilisation:** Designing and executing **online/digital creative engagement** campaigns that successfully mobilise a specific community.
- **Data-driven evidence:** Authentic communication and robust content organisation, with a proven ability to design effective frameworks to ensure the effective collation of creative output for strategic synthesis and reporting.

To Apply: Please submit a CV/portfolio, a brief cover letter outlining your approach to co-creating a social media campaign and 1-2 examples of successful engagement campaigns that you have managed and feel are relevant. **The deadline for submissions is 10am on Monday 17 November.** Meanwhile, to submit any questions or request a 10 minute conversation email hello@madeinessex.org.uk

Shortlisted candidates will be invited to an informal interview with Made in Essex Co-Founders, Marc De'ath and Julia Payne, on 18 November (1-5pm).