



54 Blechynden Street
London W10 6RJ
www.acava.org

Freelance Social Media Producer call out

We are seeking a freelance Social Media Producer with experience of working with people of all ages to create high energy digital content to illustrate and promote one of our creative family programmes, Flourish: Breathe.



Flourish: Breathe 2022

You will join a group of families from North Kensington on their upcoming trip in April to explore an arts venue outside of London, led by professional artists experienced in delivering creative workshops.

We are particularly interested in hearing from creatives currently underrepresented within the sector.

Project background

ACAVA have been delivering impactful creative programmes with North Kensington's diverse communities for over 30 years, and Flourish: Breathe is a recent development of our offer. The programme provides free trips out of London for local families who would like to escape the city and engage in creative activities in new spaces.

In 2022, families discovered Watts Gallery – Artists' Village with artist Flora Duley and Wysing Arts Centre with artist Emily Motto. Our next and trip will take place on one day between on 11 – 14 April (exact date TBC). The Social Media Producer will attend this trip and create content from the activities.

Find further details and images of the programme [here](#).

What we're looking for

We're looking for applications from creatives who have demonstrable experience in documenting activities and creating exciting social media content, particularly on Instagram. We would like content to be created collaboratively with the participants where possible, so we are also interested in hearing from people who have worked with families and children before and are comfortable getting stuck in to capture the best moments of the trip. Applicants will be provided with a phone by ACAVA.

We would like a range of videos and stills to be taken throughout the day, to be posted 'live' and created for future use. Further details of the expected outputs will be provided to the successful candidate.

We are interested to hear how you would make content from the Flourish: Breathe trip exciting and engaging for our digital audiences. You can find our main Instagram account at @ACAVAarts and our North Kensington specific account at @acavanorthken to get a feel for what we do and who our audiences are.

Fee

The fee is £315, including a 1hr planning meeting and day on the trip.

The appointed practitioners will be set up as self-employed and will be able to work in the UK with no restrictions.

This is a **one-off opportunity** for a **freelance** Social Media Producer, however, there may be scope for further opportunities in the future.

Where

Participants, Artist Facilitator, Assistant Facilitator and Freelance Social Media Producer will travel from our Blechynden St Studios at 54 Blechynden Street, London, W10 6RJ to a creative venue outside of London via minibus, returning in the afternoon. Venue TBC. The work day will take place between 9am-5pm.

Covid-19 Information

ACAVA has robust risk assessments in place for all programmes of work which are reviewed in accordance with latest government guidelines.

Equality and diversity

ACAVA is committed to equal opportunities, diversity and inclusion and we are keen to address imbalances in our team. We encourage applications from all races, religions, genders, countries of origin and sexual orientations. We particularly encourage applications from disabled people and those from ethnic minority backgrounds as these groups are underrepresented in our team.

It is our responsibility to make the application process accessible. If you require this information or any further information in a different format, please get in touch through programmes@acava.org and you'll hear back from us.

How to apply

To express your interest in this opportunity please submit the following information by email to programmes@acava.org with the subject line: Application for Freelance Social Media Producer.

1. A completed application form including the name and contact of two referees. In line with Safer Recruitment practices, these will be contacted by telephone if you are invited to interview. Written references will not be accepted.
2. A covering letter about why you're interested in the role and up-to-date CV that includes details of any relevant experience.
3. Up to five links that demonstrate previous social media content you have produced.
4. Details of any DBS check you hold. If you do not have an up-to-date certificate or are not registered for the update service, we will carry out a new check. Applicants will need to adhere to all programme safeguarding procedures.
5. We encourage applicants to complete and return the Equal Opportunities Monitoring Form. Information given to us will be separated from the application documents on receipt and will be held separately and anonymously for monitoring purposes.

Deadline

Please apply by 9am on **Thursday 9 February 2023**. Any applications received after this point will not be considered.

Interviews to be held on Zoom between Monday 20th and Thursday 23rd February 2022.

About ACAVA

We are a leading arts education charity that evolved from artist-led initiatives in the early 1970s. For 50 years we have been amongst the UK's most progressive affordable studio and workspace providers.

With a portfolio of 16 studio buildings, exhibition spaces and workshops across nine London boroughs, three locations in Essex and an industrial heritage site in Stoke-on-Trent we support a community of over 400 creative practitioners and cultural organisations.

A pioneer of delivering arts in health and wellbeing settings, we bring professional artists together with local communities in programmes to explore their creativity with transformational outcomes.

ACAVA stands for the Association for Cultural Advancement through Visual Art. Created as a statement of radical intent by the artist founders to use culture for social good, it remains the ethos of our organisation today.

In 2022: 2300 people took part in our London programmes; we joined Arts Council England's National Portfolio enabling us to deliver more creative community programmes; and were shortlisted for the Calouste Gulbenkian's Award for Civic Arts Organisations - and won the Culture Health and Wellbeing's Collective Power Award for our co-created Grenfell Memorial Community Mosaic programme.

For more information, please visit our website [here](#).