

BEACH of DREAMS



Role Description

Digital Engagement & Content Producer (Freelance or Agency Contract)

Dates: October 2024 – July 2025

Fee: 3 days a week, £200 per day. Total contract £23,400

Lead Organisation: Kinetika – kinetika.co.uk

Closing Date: 12 September 2024

Interviews: 20 September 2024

Start Date: 7 October 2024

Project: Beach of Dreams

Work Location: Kinetika office in Purfleet, Essex. The role will require some time in the office, some visiting partners and projects around the UK and remote working is also welcome.

Line Manager: Emma Collins, Marketing Manager, Kinetika

Project Overview

Beach of Dreams is a UK-wide coastal arts festival. From 1 May – 1 June 2025, the national creative programme will invite participants, organisations, artists, writers, scientists and walkers to embark on a month-long environmental exploration and celebration of the UK's coastlines.

Presented by Kinetika, Beach of Dreams aims to engage hundreds of thousands across the UK in a major interdisciplinary programme including commissioned artworks responding to coastal, environmental and climate themes; walks; journeys; participatory creative events; digital activity; talks and other events along the UK coastline in the 4 nations of England, Scotland, Wales and Northern Ireland.

Beach of Dreams invites participants and audiences to work together to create a hopeful perspective on the future of our coast and planet. By walking the coastline together and sharing stories about its past, present and future, we can learn about coastal and climate challenges, and imagine how we can work together towards a positive future.

The festival builds on Kinetika's evolving national artwork that defines Beach of Dreams – the silk installation of hundreds of pennants, each telling a personal story of our relationship to coast and sea. Together, these form a tapestry of hope and inspiration for our shared future and alongside these everyone can offer their own personal pledge to support the future of our coastal environment.

Eight new artistic commissions will be developed over the coming year, along stretches of the UK coastline engaging local communities in creating new works inspired by their unique coastal landscapes

and communities, and which consider responses to environmental and climate change. The artists will walk the local coastal stretch with communities and be inspired by their conversations in creating the new artistic interventions. The commissioned artists work in diverse disciplines - soundscapes, landscape sculpture, outdoor performance arts, dance, circus, textiles, writing and photography. The project will include eight digital micro commissions to run alongside the main artist commissions which will capture the process of engaging communities in the making of the work and feed into a documentary film.

Kinetika has an Open Call for new Members who will establish a network of connections and activity as part of the wider artistic programme along the UK's coastlines. Small organisations and individuals will also be able to organise and list events around the UK on the Beach of Dreams website.

The project aims to create a digital platform, hosted on our website, that will give partners and participants the opportunity to contribute their own stories, relevant to their place, and develop creative texts, images and artworks as part of the project. It aims to deliver online training to support partners in creating high quality digital storytelling to capture activity and allow participants to commit their future environmental pledges.

The project is working with regional partners including: Activate, Dorset; Bay of Colwyn Town Council, Wales; Beat Carnival, Belfast; Essex Book Festival; Estuary 25, T100 Festival, Thames Estuary; Fife Coast and Countryside Trust, Scotland; MSL Projects, Hastings; Out There Arts, Great Yarmouth; Stronger Shores, South Tyneside.

Role Overview

The primary objectives of this role are to execute the digital strategy, drive audience engagement across digital platforms, and oversee all aspects of digital and content creation for the project.

The key responsibilities of the role are:

- Help devise, implement and deliver the Digital strategy for Beach of Dreams alongside Kinetika Marketing Manager
- Work alongside Kinetika Marketing Manager and website developer to develop the digital stories section of the Beach of Dreams website – the platform for sharing content and stories from the project
- Identify and implement how the wider network of participants and the public can contribute digitally to the platform
- Use all available digital platforms to increase engagement with the project
- Oversee all content uploads to the Beach of Dreams website
- Manage and deliver all social media content ensuring adherence to tone of voice and brand guidelines
- Manage and deliver all BOD activity across any third party digital platforms
- Create and distribute email newsletters to Beach of Dreams mailing list
- Work alongside Artistic Director and Creative Producer to coordinate the eight regional micro commissions ensuring they are meeting the technical brief and are effectively shared
- Work alongside the Creative Producer and Artistic Director to manage the making of the project documentary and how the micro commissions are included

- Oversee 10 x articles commissioned to a journalist and their publication on the Beach of Dreams website
- Work alongside Digital Story Producer to capture 10 x stories of the 10 commissions and how to best share these digitally
- Support regional partners, members and engaged public to create their own digital content with online training sessions and tools
- Ensure through digital platforms we are recruiting new members and/or pennants are being bought.
- Regularly report on, monitor and analyse the Beach of Dreams website, social media and digital channels to identify insights to optimise content and increase engagement

Required Skills

- Excellent knowledge and skills in a broad range of digital platforms
- A strong understanding of and creative flair in the use of social media
- Knowledge of the use of content management on Wordpress
- Proven experience with Canva and Adobe Creative Suite programs, including Photoshop, Illustrator, and InDesign, to design visually compelling content and follow designed templates
- Experience in video editing in social media platforms and apps such as CapCut to create engaging and dynamic video content
- Ability to deliver the digital requirements of an existing strategy whilst using own creativity and skills to enhance the digital outputs
- Ability to lead and work independently on the digital strategy whilst also having excellent team working skills and ability to work positively and creatively across the internal team and external partners
- An understanding of how to reach new audiences using digital content and platforms

Desirable:

- Experience in producing documentary style films with multiple filmmakers feeding into one overall final product
- Experience and understanding of complex, national projects
- A genuine interest in the climate themes and topics addressed within the project

How to apply

We strongly encourage candidates of all different backgrounds and identities to apply. Each new engagement is an opportunity for us to bring in a different perspective, and we are always eager to further diversify our company and projects. We will aim to facilitate a great work-life balance wherever we can, and are happy to discuss any specific requirements you need in the role to achieve this.

Please submit your CV, cover letter, and a portfolio of your digital work by 17:00 BST, 12 September 2024 to aniela@kinetika.co.uk. If you require more information about the role, please email aniela@kinetika.co.uk to arrange a call.