

**Date: 17 May 2021**

**INVITATION TO QUOTE FOR: Volunteers Celebration Campaign**

**Introduction**

The West Midlands Museum Development programme (WMMD) is seeking a freelance individual, agency, or team to;

* Create two short social media promotional films (maximum 90 seconds each);
* thanking volunteers for their support
* celebrating and promoting the contribution, diversity and benefits of volunteering in West Midlands museums
* signposting people interested in volunteering to the [WMMD Volunteers Portal](https://mdwm.org.uk/volunteers-portal/)
* Design a Volunteer Recruitment Marketing Toolkit that provides guidance to support individual museums to reach and attract new volunteers via online and physical spaces.

WMMD welcomes applications for the full brief or part of it.

**About Us**

Museum Development in England is delivered by nine regional providers. It extends across the UK and forms the national [Museum Development Network (MDN)](https://mduk.org.uk/). Each provider tailors opportunities for participation in schemes, training, grants programmes and networks based on an informed understanding of the context and needs of museums in their area.

The programme invests in the development of individuals and organisations via a range of advice, information, initiatives, and small grants and directly supports the delivery of the UK Accreditation Scheme for museums and galleries in England.

[WMMD](https://mdwm.org.uk/aboutus/), a Sector Support Organisation (SSO), was established in April 2015 with funding from [Arts Council England](https://www.artscouncil.org.uk/) and is managed by [Ironbridge Gorge Museum Trust](https://www.ironbridge.org.uk/).

Through grants, free training and projects, the programme supports 141 [Accredited](https://www.artscouncil.org.uk/supporting-arts-museums-and-libraries/uk-museum-accreditation-scheme) museums and those Working Towards Accreditation across the wider West Midlands region encouraging best practice in all aspects of museum work.

**About the Volunteers Celebration Campaign**

Thousands of volunteers support museums across the West Midlands in diverse long-term and one-off roles, including leadership, operations, curatorial, front of house, learning, events, marketing and administration.

Prior to the pandemic WMMD held an annual awards ceremony, sharing and celebrating the outstanding contributions of volunteers in the region. Whilst it is not appropriate to hold an awards ceremony this year WMMD would like to bring museums together with an online campaign which aims to celebrate and thank volunteers across the region and promote the fantastic opportunities that are available to people who may be interested in volunteering at their local museums.

Covid-19 has impacted on all aspects of museum practice, not least museum volunteering. Data gathered through our recent Volunteering Survey indicates that many museums expect to see a reduction in their volunteer workforce following a year of lockdowns and restrictions as some individuals will choose to step down from roles that they have held for many years, personal priorities and responsibilities have shifted, people have safety concerns as restrictions ease, and some individuals are sadly no longer able to undertake their previous roles.

**Volunteers Celebration Films**

WMMD would like to invite West Midlands museums to contribute short clips and photos of their varied volunteering experiences. We would like to commission an experienced video editor/film maker to compile these contributions into two uplifting and inspirational short films that can be shared on social media by regional museums, staff, volunteers, and their contacts.

The films will thank volunteers for their support, celebrate and promote the contribution, diversity and benefits of volunteering in West Midlands museums and signpost people interested in volunteering to the WMMD Volunteers Portal. WMMD would like to work in partnership with the successful applicant to design messaging and narrative for the films.

It is essential that the films are produced in accessible formats.

**Volunteer Recruitment Marketing Toolkit**

WMMD would like to support museums to recruit new volunteers and promote their opportunities by linking the launch of the films to a Volunteer Recruitment Marketing Toolkit.

The successful candidate will write and produce a toolkit which provides museums with a range of guidance, signposting and examples on how to promote their volunteering opportunities effectively, including;

* A suggested social media campaign schedule with examples of social media posts that complement the short films
* Suggestions on how and where they should promote their opportunities to reach a wider audience
* Guidance on how to write attractive role descriptions
* Template posters and graphics produced in an accessible format to use in physical spaces and online platforms. Museums must be able to add their own logos, text and photos to the templates using simple, non-specialist software.
* Guidance on how to make content accessible, eg. Colours, fonts, closed captions, Alt Text, etc.

The toolkit and templates will be easy to use and customise and allow museums which have limited time, financial or digital resources to promote opportunities confidently and quickly.

The toolkit will also signpost to examples of good practice and support for volunteer management and recruitment from the wider museum sector. WMMD will provide this information.

The final toolkit will be produced in line with the Museum Development Network (MDN) Brand Guidelines.

**Aims of the ‘Volunteers Celebration Campaign’**

The project aims to:

* Celebrate the outstanding contribution that volunteers make to West Midlands museums
* Thank volunteers for their support
* Raise awareness and showcase the diverse, fun and interesting museum volunteering roles that are available in the region
* Attract new volunteers to get involved with West Midlands museums
* Signpost people interested in volunteering to the WMMD Volunteers Portal or a museum directly
* Provide step-by-step guidance and resources for museums to produce recruitment and promotional materials for use online and in physical spaces
* Increase museum workforce confidence in promoting opportunities and using social media

**WMMD are seeking candidates with the following experience and expertise:**

* Experience marketing services and/or products to diverse audiences
* Experience producing promotional materials, including film and graphics for use online, across social media platforms and in physical spaces (eg. Posters)
* Experience developing social media campaigns designed to encourage sharing and reaching new audiences
* Experience producing film and content in accessible formats
* Experience producing content that attracts diverse audiences

\*WMMD will consider agencies, individual freelancers, or a team of freelancers if you wish to apply as a group.

Due to the Covid-19 pandemic, all activity is currently being delivered online and over the phone. As such, WMMD will consider applicants based across the UK.

**Timescales and key dates:**

Timescales may be subject to change depending on how the Covid-19 pandemic and restrictions develop, however, currently WMMD are working to the current timeline:

* Invitation to quote closes: **5pm, 14 June 2021**
* Online interviews: **29 June 2021**
* Successful applicants notified: no later than **8 July 2021**
* Call out for museum video clips and photos opens: **19 July 2021**
* Clips and photos to be available for editing: **24 August 2021**
* Promotional film and toolkit to launch publicly: **Monday 20 September 2021**

**Project budget and payment terms**

WMMD welcomes quotes up to a maximum budget of £5000 including all expenses and VAT.

Please note, as this is a freelance opportunity the successful applicant will be responsible for arranging their own National Insurance and tax.

This work is funded with public money through Arts Council England, so it is imperative that we follow ‘best value’ principles when appointing our consultancy partner.

**Interested in applying?**

To express interest in this project, please email your CV, quote and a cover letter to [wmmd@ironbridge.org.uk](mailto:wmmd@ironbridge.org.uk) by **5pm 14 June 2021.**

Please include at least one reference, or any testimonials, showreels or examples from similar projects you feel would support your application.

Shortlisted applicants will be contacted to arrange a phone call or online meeting to be held on **29 June 2021.**

**Any queries or things you would like to discuss beforehand?**

WMMD are more than happy to discuss the project with you beforehand and answer any queries you may have.

Please contact Michelle Davies at [michelle.davies@ironbridge.org.uk](mailto:michelle.davies@ironbridge.org.uk) to arrange a friendly, informal call.

**Prepared by:**

**Michelle Davies** – Museum Development Officer, Herefordshire and Worcestershire

**Charlotte Edwards** – Programme Manager