

Invitation to tender: Digital Support

We are looking for a freelance individual or agency with digital expertise to support the Upland team with the digital elements of delivering Spring Fling Open Studios 2022 – www.spring-fling.co.uk and other Upland projects.

Fee: The estimated budget for this contract is in the region of £2,000-£3,000.

Contract Date: The work needs to be completed between Jan and May 2022, with some specific deadlines.

Contract Type: Services

Responsible to: Creative Director and Projects Manager

Deadline for applications: 12 noon on Wednesday 8th December 2021

Background

Upland Arts Development CIC is based in Dumfries and Galloway, South West Scotland.

Upland is a bold, ambitious, rurally-based visual art, design and craft development organisation that evolved from Spring Fling Community Interest Company in 2015.

We nurture, produce and promote visual art, design and craft, and raise the profile of the creative industries of our rural area in a national and international context. We support and promote visual artists, designers and makers by developing mutually supportive partnerships, and engaging with diverse communities and audiences.

Upland's flagship event, Spring Fling Open Studios, is an annual visual art and contemporary craft open studios event that takes place across Dumfries and Galloway and was set up in 2003. In its new expanded form Upland now provides a year-round creative programme presenting a range of opportunities including exhibitions, residencies, professional and creative development opportunities, mentoring, workshops and more.

Contract Description

To support Upland's projects through the delivery of most digital processes, such as websites, the Spring Fling App and social media throughout the duration of the contracted period. You will be working alongside our Project Manager and Project Intern. More information on each of these elements is detailed below:

Websites

Upland has two websites – an organisational website which provides information, news and opportunities about the organisation, all projects, funders, stakeholders and information to members:

www.weareupland.com – and an event website for Spring Fling Open Studios which focuses on promoting the event: www.spring-fling.co.uk

You will be responsible for the following:

- Upland organisational website
 - Updating content, keeping relevant, tidying up and refreshing existing pages
 - Creating new pages for events, projects, opportunities, news, members resources etc

- NB: this website is externally hosted by David Kelly Design
- Spring Fling event website
 - Updating, backing up, SSL certificate renewal, general maintenance (self-hosted Wordpress site)
 - Editing existing and creating new pages for 2022 studios and programme, including:
 - Virtual Studios
 - 94-98 pages on the website to be updated and/or created. Work on these pages includes updating template, uploading images and content, getting map for each studio up, sending links to artists to proof and make any changes that comes back – **The deadline to launch these is the end of February 2022**
 - Please see the example Virtual Studios page document on the contract page to view an example of this.
 - What's On/Programme Pages
 - General what's on page and subpages for each element of the programme – **The deadline to launch these is the end of March 2022**
 - Embedding issuu digital brochure viewer, videos etc
 - Whilst in D&G
 - Similar to Virtual Studios pages but business pages listings.
 - To be updated for 2022 event and new business pages added
 - Project Intern will collate and pass on content
The deadline to launch these is the end of March 2022
 - Shop
 - Small shop selling vouchers, bus tours, brochures and for 2022 a small run of commemorative products
 - Setting up products and link with PayPal selling platform
 - Liaising with Projects Manager and Projects Intern on Friends of Spring Fling Priority Booking (pre booking/buying of bus tickets and commemorative product)
 - Setting up password protected Priority Booking
 - Maintenance of the shop throughout
 - Passing on sales information to Finance & Admin Officer
 - **The deadline to launch these is the end of March 2022**
 - Other pages
 - Site Accessibility
 - Making sure the website is accessible as possible, in terms of content e.g. providing downloadable documents, description of any videos. Upland is open to new ways to make site more accessible.
 - Mobile Friendly
 - Making sure the site translates to other devices well
 - Tourism – how the site speaks to international visitors and support their needs
 - Feedback – how we gather feedback from event visitors and visitors to the site

Spring Fling App

The Spring Fling App is being developed with local firm, CodeArcs. This was nearly launched in 2020 but the pandemic halted this. For 2022, the app will be updated with 2022 content and launched. This process will be overseen by the Project Manager. You will be expected to work closely with both the Project Manager and CodeArcs to ensure delivery. This will involve the following during the contracted period:

- Gathering content for App and sending to CodeArcs
- Providing map locations for each Spring Fling studio to CodeArcs
- Supporting the testing phase

- Promoting the use of the app on the Spring Fling website
- Providing the Projects Intern with information for social media promotion

The deadline to get information to CodeArcs is early February, App to be launched by April

Social Media

A marketing and communications plan will be devised by the Project Manager, and social media for the event will be included. The Projects Intern will schedule and put out weekly social media. You may be required to support social media in terms of any advanced processes e.g., embedding from social sites or producing gifs etc.

Facebook: www.facebook.com/weareupland
www.facebook.com/springflingopenstudios

Twitter: www.twitter.com/WeAreUpland
www.twitter.com/spring_fling

Instagram: www.instagram.com/upland_cic
www.instagram.com/springfling

Flickr: www.flickr.com/photos/spring_fling

Vimeo: www.vimeo.com/weareupland

Issuu: <https://issuu.com/springfling/docs>

Timeline

This contract is from the beginning of January until early/mid May. During this period there are some key deadlines that need to be met. Please note, the exact dates need to be confirmed therefore, a degree of flexibility is needed:

- End of January – list of studios on the website
- February
 - App content to CodeArcs
 - All Virtual Studios on the website
- March
 - launch of all programme pages and other content on website
 - Launch shop products
 - Priority Booking for Friends of Spring Fling
 - Whilst in D&G listings on website
- April
 - Brochure on sale on website and e-version available
 - Final content on website
 - Support App launch
- Throughout contract period – general website updating and some social media support where suitable

Exact dates will be confirmed once this contract is allocated.

We welcome enquiries and expect to have a conversation with applicants about fees and timescales. The bulk of work should be delivered between January - March 2022, April to May 2022 the workload will be lighter. On occasions it will be necessary to work from Upland's Office at Gracefield Arts Centre, 28 Edinburgh Road, Dumfries, DG1 1JQ, when required.

Contract Specification

You must have:

- Experience working with Wordpress, webhosting and associated processes
- Experience using Microsoft packages and photo editing software
- Be able to meet the specified deadlines
- Experience in digital marketing, digital audience engagement and communication
- Due to the nature of this contract, the candidate should manage their own National Insurance and Income Tax

To be considered for this contract:

Please send the following to Joanna Jones, Assistant Director joanna@weareupland.com by **12 noon on Wednesday 8th December 2021:**

- Cover Letter detailing your experience relevant to this role
- CV
- Your quote detailing the cost completion of the work outlined
 - Although this contract begins in January, please inform us of your availability before January, in case this is work you can begin before the new year
 - Please make sure the timeline is realistic in terms of your existing workload and that your quoted fee takes this and your experience level into account
 - Although we are inviting quotes, Upland is looking to spend between £2,000 and £3,000 on this role

Please ensure that any documents sent are in Word or PDF format only.

Tender Process:

Upland will evaluate tender proposals using the following criteria:

- Professionalism of application - has everything been submitted that has been requested
- Contract Specification – does the person or agency meet all or some of the contract specification
- Quoted costs – is the quoted costs for the work realistic for Upland's budget, how does it compare with other proposed costs etc. Upland hopes to evaluate at least three quotes in this tender process.

Shortlisted applicants will be invited to interview on the 13th or 14th December.

Data Protection

Please note: any information submitted with regards to this contract will be held by Upland securely. We will not pass on any information to do with this tender to unrelated parties. We will use the information provided to assess your application and contact you. By submitting the information required for this application you consent to these terms. If successful, the contracted person or agency will be required to agree with data protection terms provided by Upland in relation to the use of information essential to completing this contract.

Company Policies

You can view Upland's Privacy Policy and Equal Opportunities Policy [here](#).

The successful candidate will be asked to provide Upland with its own relevant policies, if appropriate.

Contact

If you have any questions, please contact Joanna Jones, Assistant Director:

E: joanna@weareupland.com / T: 07787 299 487