

Big City Reads

Communications Campaign Manager brief

Fee: £1,800

Delivery timeframe: 20th May – July 2024

About The Project

Big City Reads is Nottingham City of Literature free book giving campaign, where we will be handing out free books across Nottingham, as well as to targeted young people groups around the city who don't have their own books. We seek to inspire the city with a sense of belonging through words, and empowering young people through the joy of reading.

From 1st July - 11th August, we'll be distributing 2000 copies of our four books promoting the theme of belonging to young people around the city of Nottingham.

This year, Big City Reads' third edition will be driven by the theme of Belonging: a new campaign that expands engagement, inclusion and reach with young people. The campaign plans to explore themes of how we fit in the world and our community, to make sense of ourselves and our connections to others, alongside promoting reading as a wellbeing practice in itself. We plan to educate, inspire, equip and empower young audiences to engage in the mass shared reading campaign. The campaign prioritises the voices of Young People at its core, with the books having been selected from a longlist of 56 submissions from publishers by our young ambassadors and our Youth Advisory Board (13-25 year olds from across Nottingham advocating for books and reading in their schools and communities).

Summer of Big City Reads will:

- Engage young people in expressing their sense of belonging issues and firmly link four YA titles with the city of Nottingham.
- Foster a love of reading through a shared exploration of a sense of acceptance, inclusion, and identity themes and issues with writers and poets.
- Inspire young people to explore and engage in feel-good and upbeat stories.

Our previous Big City Reads 2022 campaign had over half million reach, you can read more about it [here](#).

Key dates for the project:

Campaign planning, comms strategy, developing assets: from 20th May 2024.

Digital media and other media/comms schedule by 4th June 2024

Big City Reads announcement: 4th June 2024

Big City Reads dates: 1st July - 11th August 2024

Objectives and Outputs

To promote, raise awareness and maximise engagement with the Big City Reads campaign, and young people's responses to the project. You will work with the City of Literature team on:

- Campaign planning,
- Communications strategy,
- Develop assets and content for the overall campaign, and for the four selected books individually,
- Press release and reach to the media to champion the campaign,
- Deliver a schedule that can be followed and delivered by our team and interns during the campaign.
- The key focus on engagement and visibility will be for our core audience of 13 - 25 year olds.

We will animate the city with promotional materials in the following ways:

- Displays inside all of Nottingham's community libraries, including the new Central Library, at local secondary schools, the city's bookshops, two universities and their campus sites, cultural venues, and tourist information centre
- Targeted spaces of young people's groups in the city with low literacy rates and limited or no access to books (in 2022 we identified 140 groups in the city that met these criteria).
- LeftLion Magazine (printed and online)
- Advertising at trams stops
- Social media campaign through our Facebook, Instagram, X and TikTok accounts
- Website and press briefings with local media outlets and bloggers
- Special mentions in Notts TV Book Club
- We are looking to do events with the books' authors in schools and other public spaces.

About Nottingham City of Literature

Nottingham was designated a UNESCO City of Literature in 2015, following a successful bid from a partnership consortium involving Nottingham City Council, Nottingham Trent University, the University of Nottingham, and a range of partners across the city's literary and cultural sectors. Being a successful new member of Arts Council England's National Portfolio Organisations 2023-2026, we now embark into a new stage of developing long term collaborative projects with young people.

Our vision is *building better futures with words*. We embrace literature in its broadest and most glorious definition and seek to widen access to it so everyone can enjoy its power as a way for everyone to better understand each other and the world we live in.

Application

Demonstrate experience delivering large and effective communication campaigns and activity within an arts or creative industry context and, ideally, a knowledge and understanding of the non-profit literature and/or publishing sectors.

Please apply by **Monday 13th May, 9am** emailing us:

- an expression of interest, outlining your approach, a proposed schedule of work (with dates/milestones) no longer than four pages
- a CV no longer than 2 pages
- 2-3 case studies, demonstrating experience, skills and previous relevant work

If you have any questions, require further information, or would like to arrange a call prior to submitting your application, please contact paty@nottmcityoflit.org

Applications should be sent to **contactus@nottmcityoflit.org** with the subject heading: 'Application for Big City Reads Campaign'. Please note that late applications will not be considered.