



## **DIVERSE CULTURES FROM THE MARGINS**

**JOB DESCRIPTION INFO PACK**

### **CT20 IS RECRUITING FOR A DIGITAL CAMPAIGN PRODUCER**

**To work on and help drive our  
'Reel Brazil' Art & Activism  
Artist Moving Image Project**

**Fixed-term Part-Time 6 months contract – 40 days in total  
(Jun – Nov 2025 )  
with potential for extensions**

**£7,500 (fixed fee)  
[£25/hr, equivalent to £48,750 pa pro-rata]  
6 Months Part-time Fixed-term  
Approx 40 days in total/approx 50 hours per month**

## **The Role:**

CT20 is recruiting a Digital Campaign Producer to deliver an intensive, short-term (6 mths) high impact marketing campaign around our new Artists Moving Image Project – ‘Reel Brazil’ (Jun-Nov 2025) - a season of artists’ films explores activism, contemporary socio-political issues around justice.

This social media role is more than putting out listings – it’s a call-out for a passionate individual in a campaign for change using experimental artists’ films as tool for activism that drives social justice. If that’s you, then read on...and please apply!

### **Fee range, including flexible working environment.**

£7,500 (fixed fee for 6 months) for approx 12.5 hours per week (£25/hr), 6 months part-time fixed-term, equivalent to £48,750 PA pro-rata, plus legitimate expenses, with the possibility of contract extensions. This is a freelance role.

### **CT20 – our background –**

CT20 Projects is an Arts Council England National Portfolio Organisation (NPO) based in the heart of Folkestone’s Creative Quarter, on the south-east coast of England. CT20 director Nina Shen herself makes films about class issues in Britain, as well as leading the independent arts organisation CT20 Projects.

### **The ‘Reel Brazil’ project background -**

CT20 director Nina Shen is building a community of artists through culturally relevant moving image works; in that context, CT20 is putting on a radical film programme from Brazil, exploring class, social crisis and inequalities driven by unsustainable levels of exploitation, to drive social change.

For ‘Reel Brazil’ itself, we are planning an inspirational year of public-engaging cultural activities in 2025/26 including hyper-local and international Audio-Visual productions in Folkestone (Kent) and across multiple online platforms, which will open to the public in 2025.

There will be audio-visual productions and screenings of both UK and Brazilian radical artist moving image works, as well as contemporary art installations within our premises and in the public realm.

There will also be community-based events including public film screenings, supported by talks, events, and digital online contents to engage with diverse audiences locally and internationally.

### **More On Your Role:**

We are looking for a passionate and strategic campaign driver (from planning, delivery to evaluation) to join our team and make the 'Reel Brazil' stories big both in and beyond Folkestone. The successful candidate would be expected to think strategically and outside the box to deliver a high impact campaign to UK and world-wide audiences.

You would also be expected to write copy effectively to discuss both the content and the urgent social issues raised by the project: Why are they important? Why now? Why should we care? This social media and digital campaign is more than listings – it's a campaign for change.

### **What is the campaign for change / what does success look like?**

- Making the stories impact both in and beyond Folkestone;
- Make issue-based art part of mainstream debates, so diverse non-art audiences can understand and participate in the discussion;
- Get 'Reel Brazil' copy ad content onto diverse platforms and encourage mainstream media to pick up the stories and carry the content, providing them with press packs and other lobbying;
- Engage Local media;
- Make Arts Council England / British Council takes notice and encourage them to carry the 'Reel Brazil' copy and content;
- Push to place Nina Shen films get to other platforms, such as film festivals;
- Help Audience growth across multiple platforms: live & online;
- Help enhance the reputation for CT20 and its partners;

### **General Key Tasks of the role: an overview**

Our Digital Campaign Producer will be a role that combines marketing strategy with project management and production skills, focusing on the execution and operationalisation of a highly impact marketing campaign around Reel Brazil.

Working alongside CT20's project delivery and public engagement team, you will be expected to develop and implement a solid marketing plan and effective campaign that drive the project's desired outcomes.

You will research, analyse and create strategies to reach target audiences and drive desired actions, such as increasing the project and CT20's visibility and audience reach.

You will also be required to monitor data and online audiences and feedback to CT20's team for improvement and reporting.

**Details: the Marketing Campaign Strategy Role and tasks may also include:**

- Plan, initiate, implement and manage an effective digital campaign that delivers success
- Plan, initiate, implement and manage Press Strategies
- Promote the organisation's activities inc. programme details & Open Calls against the key deadlines
- Effective copy-writing for press release, website, newsletter and Social Media
- Edit content for website, journal, social media, newsletters, blog, press release
- Website: update promptly / create new posts / manage (ensure it's running smoothly & troubleshoot any technical issue)
- Copy-write, upload and manage content for social media
- Proactive Social media engagement on Instagram and Facebook
- Upload event details timely on diverse promotional platforms
- Develop cross-marketing strategies with partners and stakeholders
- Co-ordinate content with marketing partners, provide marketing information in a timely manner
- Proactively liaise with marketing partners to inquire about marketing opportunities
- Collate statistics feedback for each strategy implemented
- Analysis & review campaign impact: to inform and improve strategies (min. monthly)
- Marketing Data & audience engagement Evaluation (monthly)
- Improve online audience experience
- Able to work with the rest of the project delivery and public engagement team to deliver effective strategies, provide training and guidance when required

**Any other tasks that may reasonably be required in relation to the role (eg. We may have small amount of printed marketing content for co-ordination & distribution)**

**Essential Qualifications, Skills and Experience for the role:**

- Someone who cares about, and understands our project's relevancy to the world today and the wider public;
- A proactive strategist and executor, experienced in marketing a wide range of projects including events to the public;
- Significant, demonstrable experience of drafting and delivering effective campaign strategies for film festivals, or arts or culture sectors
- Experienced and fluent in digital media across multiple platforms;
- understanding of digital audience patterns;
- Outstanding copywriting and attention to detail
- Excellent written communication skills;
- Ability to use data to measure, optimise and scale impact
- Hands-on experience with website tools such as WordPress; ie backend.
- Highly self-motivated - outcome & target driven
- Excellent time-management: able to meet deadlines;

**Desirables:**

- Someone who is motivated by social change
- Good knowledge and understanding of film, arts and culture, as well as current political and social issues in the UK and internationally
- Experience in brand development and management
- Hands-on graphic design experience using tools such as the Adobe suite
- Video editing skills, e.g. using Adobe Premiere Pro or Final Cut Pro

The role day-to-day delivery will involve a hybrid blend of remote working, some in-person work and some unsociable hours during events Going Live.

**Timeline of applications**

Closing Date: **Friday 9 May 2025 Mid-night**

Interview Date: **Friday 16 May 2025 (online)**

Ideal Start: **Monday 02 June 2025**

**What you should do now – please apply with a Letter and CV to [info@ct-20.org](mailto:info@ct-20.org) with the email subject line saying ‘DIGITAL CAMPAIGN PRODUCER’. The Letter should show us:**

- How you have the relevant skills set to deliver the tasks listed overleaf
- Please convey how you have the experience to fulfil the role
- Feel free to answer as many as you can of the tasks lists and as specifically as you can, citing examples of previous experience in these task areas
- show us any previous track record of successful media campaign delivery
- This will show us that you are someone who can understand what is expected, and that you have experience in delivering some or all of the above,
- So show us so you will be able to help CT20 deliver this campaign

**What happens after you have applied:**

Successful candidates will be called to interviews either via Zoom (In person interviews may be arranged if required).

So, please apply! Help us to deliver a year to remember, using the power of culture to transform lives, spark joy, connect people and improve wellbeing – let’s do this together!

And, if you want to discuss the role in advance, please drop me a line for an informal chat!

**Yours with many thanks, and looking forward to hearing from you!**

**Nina Shen**

**Director, CT20 Projects**

Please tell us if you would like this information in other formats.

**CT20 is committed to equality and diversity in employment. You don't have to be a graduate but we are looking for experienced people. We welcome applications from anyone who has a clear commitment to upholding and enhancing the rights of people with protected characteristics and/or from working class backgrounds, too, and we particularly encourage applications from people from marginalised groups or those not traditionally from the arts.**

CT20 Projects is funded by:

