

# Fevered Sleep



# Communications & Engagement Associate





# Hello!

Please find enclosed an application pack for the freelance role of **Communications & Engagement Associate**, to work with **Fevered Sleep**.

## This pack includes:

- About Fevered Sleep.
- Role Description & Person Specification.
- How to Apply and Timeline.
- A link to our online Equal Opportunities Monitoring Form.

We hope that this pack will help with any questions you might have about the role and the application process.

However, if you have any further queries, please contact us at [recruitment@feveredsleep.co.uk](mailto:recruitment@feveredsleep.co.uk) or call on 020 3815 6430. The office is not staffed every day, so you may have to leave a message, but we will return your call as soon as possible.

We look forward to receiving your application and thank you for your interest in Fevered Sleep.

Best wishes,

Marina Shuk Wa Wu  
General Manager



# About Fevered Sleep

Fevered Sleep is on a mission to make the world a more caring, curious and compassionate place - one unlikely art project at a time. We make physical and digital spaces in which people can experience, co-create and participate in transformative creative experiences. We're an interdisciplinary arts organisation established in 1996 by our Co-Artistic Directors, Samantha Butler and David Harradine. We employ a small core team, working with a wide range of associates, artists and practitioners in dance, theatre, film, music and digital and visual arts.

We are widely regarded as leaders in making pioneering work for children, alongside our renowned work for adult and intergenerational audiences.

We thrive on making work that is artistically adventurous, whilst also providing rich and meaningful experiences for audiences and participants. By engaging with people in our work, we hope to invite new ways of thinking, feeling and being, whilst being committed to equity and social justice. We honour difference and kindness. We celebrate the knowledge, perspectives and expertise of everyone we work with, whether they are a pre-school child, someone living with dementia, a world-leading artist or an academic expert. We have an appetite for risk, tackling big themes and challenging subjects.

We are recruiting a Communications & Engagement Associate to work with our core team to increase the reach and impact of our diverse programme. We are looking for an individual with experience in arts communications and engagement with audiences and participants, to help in the development and implementation of a Communication and Engagement Strategy, and to continue to support the core communications and storytelling for the company.

Our office is in Bethnal Green in east London. We work nationally and internationally, with most of our UK work taking place outside the capital. We work in partnership with other arts organisations, theatres and venues, festivals, local authorities and health and care settings. We're looking for a **Communications & Engagement Associate** to be a part of our local, national and international relationship building.

## Our programme for 2024/25 includes:

- The creation of a new durational performance with and for children, *Time Keeps The Drummer*, commissioned by West Kowloon Cultural District, Hong Kong.
- Preparation for a UK tour of *Time Keeps The Drummer*, to five presenting partner venues in London, Cambridge and Nottingham.
- Distribution of *We Are Not Finished*, a film co-created with a cast of young people, and an accompanying participation programme.

Please see our website for further project details -

[www.feveredsleep.co.uk](http://www.feveredsleep.co.uk)

## The Company

**David Harradine and Sam Butler**  
**Dimity Nicholls**  
**Louisa Borg-Costanzi Potts**  
**Annabelle Sami**  
**Marina Shuk Wa Wu**  
**This recruitment**

Co-Artistic Directors  
 Executive Director  
 Programme Director  
 Producer  
 General Manager  
 Communications &  
 Engagement Associate

## Trustees

**Selina Ocean**, Chair, Arts Marketing Consultant  
**Duo Zhang**, Management Accountant, British Museum  
**Alex Tyrrell**, Assistant Director, Exhibitions, Interpretation and Design, Imperial War Museums  
**Ros Attille**, Development Executive, BBC  
**Conrad Lynch**, Independent Arts Producer & Consultant  
**Nicole Fu**, Technology & Data Professional  
**Bernadette Taylor**, local resident and fashion creative  
**Margherita Barbagallo**, lawyer in Litigation, Intellectual Property & Art Law

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Fevered Sleep's annual turnover is circa £400,000. Fevered Sleep is an Arts Council, England National Portfolio Organisation, a company limited by guarantee and a registered charity.

For more information please go to our website: [www.feveredsleep.co.uk](http://www.feveredsleep.co.uk)

## How to apply

Please send us your CV and a cover letter explaining why you are interested in this role and what you would bring to the organisation, along with a breakdown for how you would use the fee outlined below.

Please complete this [Equal Opportunities form](#). This is anonymised and will not be shared or be part of the selection process. This information will help us to check that our recruitment opportunities have a wide ranging reach.

## Timeline

The closing date is **5pm on Monday 30th September 2024**.

Shortlisted candidates will be contacted by phone or email and invited to meet and discuss the role and what you can bring to it on **Monday 7th October 2024** at 15A Old Ford Road or on Zoom. Whilst we will work to accommodate every applicant, please do your best to ensure you are available on this date.

## Our commitment to Diversity, Equity and Inclusion

Fevered Sleep strives to be equitable and inclusive across our workforce, governance and creative delivery. Team members and trustees contribute to and develop our Equity, Diversity and Inclusion Action Planning.

We wish to address under-representation in our team and are actively seeking applications from D/deaf and disabled people and people from the Global majority.

We are committed to promoting equality and diversity amongst our team. We welcome and encourage applications from all sections of the community, in particular applicants who are under-represented in the arts due to their socio-economic status, ethnic background, and disabled people.

We are committed to making reasonable adjustments to support access requirements. Please let us know if you would like to discuss the office environment, working arrangements, access requirements or potential adaptations, or have any questions around access and inclusion. Our office at 15A Old Ford Road is not wheelchair accessible, has one split flight of stairs and upstairs toilets that are not fully accessible.

# Role Description

## Communications & Engagement Associate

- **Focus of the role:** Strategy writing and supporting core company comms.
- **Employment Status:** Short-term freelance contract.
- **Fee:** £7,200 (£250-300/ day according to area of work)
- **Timeframe:** October 2024 to March 2025

## Overview

Fevered Sleep sees communications as an integral part of our creative identity and delivery. Our communications and engagement strategy will go hand in hand with our programme and project campaigns, forming a vital part of our identity, our sector profile and our work with partners, participants and audiences.

In seeking a Communications & Engagement Associate, we are looking for someone who has experience of creating communications strategies, as well as supporting and advising on core company marketing, to tell the whole story of Fevered Sleep's activity. This role will also support recruitment of comms and marketing professionals to deliver project campaigns. This combination will support us to tell our story, engage with people and underpin the development and sustainability of our work.

The working location of this role is flexible, for you to work from your own preferred location, or office based when agreed it would be helpful to the job at hand. We will discuss arrangements in more detail once the Associate has been appointed.



# Role Brief

## Strategic

- To create Fevered Sleep's Communications and Engagement strategy.
- Support ongoing core company comms and engagement.
- To support the team with communications, marketing, engagement and audience development campaign plans.
- Have oversight of and support project campaigns where possible.

## Core Company Marketing & Storytelling

- To write a Communications and Engagement Strategy.
- To work closely with the core team on a company communications action plan, to enable the FS team to work independently on day to day marketing.
- To support ongoing core communications activity, working closely with the core team.

## Line / freelancer liaison

- To advise the FS team on any recruitment required for additional role/s to create and deliver project campaigns.
- To liaise with freelance collaborators who may be engaged for project campaign delivery or other roles when funding enables recruitment to additional comms roles.

## Reporting

- To liaise with the FS team to advise on and support systems and processes necessary for us to meet our commitment to funders and partners.
- To advise on information and data gathering to support evaluation and reporting to funders and partners including audience data, feedback and press coverage.
- To work with the FS team to analyse and act on such data as needed.

## Website & social media

- To liaise with the FS team to advise on content creation for Fevered Sleep's owned channels, including website, news, newsletters, blogs, project pages, event listings etc.
- To work with Fevered Sleep's team to strategise social media presence and online reputation.
- To ensure that Fevered Sleep's online presence is a constantly evolving tool for communication with existing and potential audiences and is used to its full potential.

## Audience Development

- To advise the FS team in order to establish meaningful relationships to encourage future engagement.



# Person specification

## Essential

- Expertise in arts and cultural communications, marketing, audience development and engagement.
- Experience in developing digital spaces and in digital storytelling.
- Knowledge and understanding of the contemporary landscape of the local and national arts and cultural ecology.
- Meticulous attention to detail and high standards of copywriting, editing and proofing skills.
- A high standard of organisation and efficiency.

## Desirable

- Knowledge of and passion for the work of Fevered Sleep.

## Data Protection Act 2018

Information provided by you as part of your application will be used in the recruitment process. Any data about you will be held securely with access restricted to those involved in dealing with your application and in the recruitment process. Once this process is completed the data relating to unsuccessful applicants will be destroyed. If you are successful your application details will be retained. Information provided by you on the equal opportunities monitoring form will be used to monitor Fevered Sleep's equal opportunities practices. By submitting your completed application form you are giving your consent to your data being stored and processed for the purposes of the recruitment process and equal opportunities monitoring.

Good luck with your application.





# To Apply

Please send us your CV with a cover letter, and complete the equal opportunities form [here](#). This is a Google form which needs to be completed in one sitting.

## Deadline for applications

Please submit your application by **5pm on Monday 30th September** to be considered for the role.



# What we'd like to see in your cover letter:

## More About You

Please outline why you would like to work with Fevered Sleep and how your experience is relevant for the opportunity.

**Approx 300 - 350 words.**

Is there anything else you would like us to know about you? If you have specific access requirements that you'd like us to know about, please outline them in this section.

**Approx 300 - 350 words.**

## Availability and Fee

Please indicate your availability from **October 24 - March 25**, along with an indication of your day rates in relation to the fee noted on p.7.

Please let us know if you are available to meet us on **7th October**. This could be online or in person.

Please also tell us about your availability in the contract timeframe.

Please contact us at [recruitment@feveredsleep.co.uk](mailto:recruitment@feveredsleep.co.uk) if you have any questions.



## References

Please provide details of two people, not related to you, who will provide a reference for you. One of these must be your current or most recent client or employer.

We will not contact your referees unless you have been offered the position. Their details will not be stored after the recruitment is complete.

This role is for a freelance creative, working as self-employed under the off payroll (IR35) rules of employment status. The Comms & Engagement Associate will be required to invoice for their work, and will be liable for their own tax, national insurance and pension contributions. They will be expected to work with their own equipment and from their own preferred location, or office based when agreed it would be helpful to the job at hand.





# Fevered

# Sleep



Fevered Sleep, 15A Old Ford Road, London, E2 9PJ  
020 3815 6430  
[feveredsleep.co.uk](http://feveredsleep.co.uk)

Registered charity no. 1069144  
Company no. 03524224  
VAT registration no. 718903421