



**Wigan  
Council**



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**ARTS COUNCIL  
ENGLAND**

# MAKE. BELIEVE.

## FREELANCE MARKETING ASSISTANT

**Deadline for applications: Sunday 23<sup>rd</sup> March**

**Interviews: Week commencing 31<sup>st</sup> March**

**Start date: May 2025**

### Introduction to MAKE. BELIEVE.

MAKE. BELIEVE. is a two-year ACE funded programme of creative activity led by The Turnpike Gallery, designed to reach new audiences, address inequalities in our community and co-create new artworks in Wigan & Leigh.

The project is woven together in three strands which will come together in the Make. Believe exhibition in May 2026, celebrating the creative imagination of our communities.

### **Community led engagement project with Higher Folds residents**

We will deliver a programme of participatory arts and creative storytelling in partnership with HF Works CIC & Resilient Cities Network. Higher Folds estate in east Leigh is an isolated, often misunderstood community and an area of significant deprivation (top 8% in UK). Residents tell us they 'just want to be given a chance'. There is a wealth of creativity within the neighbourhood – from the outsider art of individuals to the collective folklore stories of Marble Woods, the Monkey Tree and the epic tree house created by a local resident out of recycled materials.

### **Creative participation and learning with Wigan borough communities**

For our wider community workshops, we'll explore a similar DIY approach to creative making. Taking a cue from the Turnpike Print Collection, with works by artists such as David Hockney and Patrick Caulfield, we will share different printmaking methods and innovative techniques to encourage people's creativity through a touring workshop programme.

### **Local Artist and Organisational Development**

The programme will be anchored by professional development opportunities and paid work for artists, including the creation of a peer advisory group for The Turnpike Gallery to share sector learning, ensure relevance and quality and raise our ambition.

## About The Turnpike Gallery

The Turnpike Gallery is an arts and exhibition space based in Leigh and managed by Wigan Council. Our small team run an ambitious and dynamic visual arts programme rooted in our local community. We deliver quality cultural activity through collaboration with local people, platforming youth voices and nurturing new connections in the town of Leigh, the Wigan borough and beyond.

## About the Role

**Contact:** Freelance

**Reporting to:** The Turnpike Gallery Team

**Location:** Home-based with occasional travel to project locations across Wigan & Leigh

**Contact length:** 16 months from May 2025 – August 2026

**Fee:** £4800, equivalent to 2 days per month at £150 per day

We're looking for a Freelance Marketing Assistant to support our small Make. Believe project team to promote workshops and events, advocate for the project, and reach new audiences. The ideal candidate will have some experience of arts marketing and be able to work across a variety of digital and print channels.

This is a freelance position covering approximately 32 days between May 2025 - August 2026.

## Key Responsibilities

- Develop an understanding of the project ethos and our way of working
- Work with freelance designers to create and build a unique brand identity for the project
- Lead on an imaginative and dynamic marketing campaign for the Make. Believe. project
- Generate engaging content for social media including short videos/reels
- Ensure all partners and funders are tagged and credited as appropriate
- Create and maintain Eventbrite listings and track signups
- Write copy for website, press releases and monthly email newsletters
- Manage a small budget for marketing materials
- Design and distribute print marketing materials
- Track and monitor engagement analytics and feedback to the team

## Person Specification

- Experience creating targeted marketing campaigns to drive participation
- Experience in using social media analytics to inform creative marketing campaigns
- Strong written communication skills with the ability to write for different audiences
- Proven digital content creation skills
- Graphic design skills (Canva or Adobe Creative Suite) and attention to detail

- Access to own computer and equipment
- An interest and enthusiasm for contemporary arts and community engagement projects
- Local knowledge of the Wigan & Leigh area

#### How to apply

Please submit a CV, covering letter and equal opportunities monitoring form to [theturnpikegallery@wigan.gov.uk](mailto:theturnpikegallery@wigan.gov.uk) no later than Sunday 23<sup>rd</sup> March. Please include 2-3 examples of social media content you have created yourself or links to social media channels you currently manage.

Your covering letter can be in written format of up to 2 pages, or audio/video format of up to 3 minutes.

For questions or an informal conversation about the role, please contact [theturnpikegallery@wigan.gov.uk](mailto:theturnpikegallery@wigan.gov.uk) / 01942 404469