



FOR TENDER : UNLIMITED THEATRE

BRIEF FOR A FREELANCE MARKETING AND AUDIENCE DEVELOPMENT PROFESSIONAL

Background and History

Unlimited is a company of independent artists and producers based in Leeds since 1997, making and telling inspirational stories for contemporary live performance in public spaces – theatres, festivals, galleries, museums, city streets, the internet.

We specialise in collaborating with scientists and telling stories inspired by cutting-edge developments made by researchers at the forefront of their fields. The company has developed a reputation as an industry leader in creating award-winning work that combines science and art in innovative ways.

“Unlimited ..., fearlessly going where few other companies have gone before in exploring the metaphysical and everyday impact of scientific advances on our lives” The Guardian

While much of Unlimited’s work is for adult audiences, a dedicated strand for children is delivered through the [Unlimited Space Agency \(UNSA\)](#).

Our Mission

- To inspire audiences to want to help change the world (for the better)
- To do this by telling uplifting stories and creating unique, participatory experiences
- To share our stories across many platforms with people throughout the UK and internationally

Our Values

- Empathy, generosity and collaboration in partnerships
- Rigour, curiosity and optimism in processes
- Innovation, adventure and brilliance in presentations

Context

Unlimited Theatre is artist-led by three creative practitioners and this is a key feature in how work is programmed and developed. The company responds to the particular artistic impulses of its creative team and nurtures this work through a research and development process. Audiences are identified as the productions unfold rather than the more common practise of creating work to meet the interests of a known audience. As a result, other than a core loyal following, audiences vary from show to show or from year to year. This presents a particular challenge for audience development and historically has lent itself to a focus on selling individual shows with less weight given to longer-term audience retention and development.

Within this context audience development has historically been responsive, building the audience for a given show, targeting appropriate groups and, for shows taking place in theatres, working with venues to identify and attract an audience.

Unlimited Theatre were early adopters of digital technology in performance, and over the past five years, projects have an increasingly digital dimension integrated into the way we tell stories. From [Make Some More Noise](#) (a proof of concept project to digitise theatre scripts), to [The Astro Science Challenge](#) (a storytelling and science app and online learning resource for primary school students); from [Future Bodies](#) - a small to mid-scale piece of contemporary new writing exploring the implications of human enhancement technologies, to [The Big Data Show](#), currently in development - an immersive piece of storytelling which blends performance, ethical hacking and computer games.

This digital dimension means we have the opportunity to connect with audiences over a more sustained period, beyond the performance and/or post-show discussion. With the science learning projects which happen under the UNSA brand, this is particularly relevant in the context of young people and families.

Our mission **‘To inspire audiences to want to help change the world (for the better)’** has always encouraged learning; action and positive outcomes beyond attending the performance itself, whether that is learning CPR ([Am I Dead Yet?](#)), more young people studying STEM subjects ([How I Hacked My Way Into Space](#)), improving personal cyber security (**The Big Data Show**) or finding out more about the science behind the shows (**Future Bodies**). We have established a number of ‘micro sites’ for audiences to engage with current and recent projects, through science and learning materials.

Our next Space Shed show is the most explicit call to action yet, with the most ambitious aims in terms of inspiring young people and families to help make change happen. [How To Save the Planet](#) is a show about art, science, environment and activism, and seeks to inspire audiences to change society’s attitude and behaviours towards our blue planet. We want to harness the full mix of engagement tools to achieve our aims and find ways to measure those achievements. A feature of the tour will be live interviews on stage with climate scientists, researchers and activists, which will be recorded as podcasts.

THE BRIEF

We want to work with a marketing and engagement professional with a strong digital and social media skillset, to help us design, deliver and monitor a campaign around **How To Save The Planet**.

We see this show, and its attendant digital assets, social media campaigns and ‘signposting’ partnerships, as a game changer for the way we integrate performance, learning and action. An integral element of the project will be a website with a menu of information, actions, activities and campaigns which families and young people can join or do as a result of being inspired by the show.

Our specific aims and outcomes for this part of the brief will be:

- To create an impactful press and media story around HTSTP and the Moon Landings anniversary, including digital storytelling
- To signpost audiences to the website at live shows (at outdoor festivals)
- To drive audiences – and those who hear about the show – to the podcasts

- To build campaigns through social media which activate audiences to post, share, influence and recruit others – build an online movement, based on real-world actions
- To identify the most effective strategies and tools to capture data around audience behaviour flows relating to our digital objectives and goals - using for example social media analytics and insights – so that our digital campaign design can be responsively adjusted.
- To build a wider strategy to measure and tell the story of how audiences engage with the digital follow up, and in the wider world of activism.

At the same time, we'd like this person to help us review Unlimited's wider marketing and audience development strategy, with the emphasis on digital assets, social media and PR. Using the HTSTP campaign and assets to build learning, we want this person to:

- Consider this learning in the context upcoming projects such as The **Big Data Show** and **You have Been Upgraded 2020**
- Plan pathways, strategies and practical tools for continuing to build our reach and dynamic connections with audiences into the future
- Look at the Unlimited 'brand, its social voice and style, and suggest ways of strengthening how it is communicated.

Timescale

We'd like to start work with the person we select as soon as possible, and certainly by late May 2019. Development has already commenced, with rehearsals taking place in June and the premiere on 29th June. The show will tour till September, with possible shows at indoor locations in late autumn.

We expect the majority of the brief to be completed by September.

The fee offered is £3,200 (plus VAT if relevant) for around 15 – 20 days' work depending on experience and day rate. Travel expenses may be claimed within the UK by prior agreement with the Executive Director.

To apply, please send a CV and covering letter outlining your response to the brief, drawing on relevant experience and knowledge to Tessa Gordziejko, Executive Director tessa@unlimited.org.uk by **30th April 2019**.

If you would like an informal conversation about the brief, please email to arrange this.

www.unlimited.org.uk