

# Call for Proposals:

## PR & Media Management for *The Bradford Way*

**Fee:** £12,500

**Contract Period:** 8 months (July 2025 - March 2026)

**Deadline for Submissions:** Sunday 13 July 2025 at 11 PM

**Interviews:** Monday 21 July 2025

### Introduction

The Bradford Way (TBW) is a strategic investment programme in the Bradford District supported by Arts Council England's Place Partnership fund. A new consortium consisting of Bradford Metropolitan District Council, Bradford Producing Hub, the Cultural Voice Forum, and The Leap has come together to create a sustainable, joined-up infrastructure that supports Bradford District's diverse artists and community-led arts and culture. This two-year strategic intervention directly responds to needs, improves collaboration and provision, and grows our diverse ecology for the City of Culture year and the longer term.

Together, the consortium provides an ecology of complementary, strategic remits:

- **Bradford Metropolitan District Council (BMDC):** Commissions and platforms talent and new work in a calendar of festivals and events with a local, national and international reach.
- **Cultural Voice Forum (CVF):** As the independent voice of the sector, CVF provides networking and connectivity for everyone, celebrating and advocating at every level. CVF is the inclusive home for those in Bradford's arts and culture sector.
- **Bradford Producing Hub (BPH):** A needs-led skills, talent and career development organisation for artists, creative freelancers and organisations in the Bradford district.
- **The Leap:** A place-focused, asset-focused approach that enables greater participation and leadership for low-engaged people and places and builds community capacity and skills through grassroots connectivity and innovation.

The Arts Council England Place Partnership Programme aims to make a step change in the cultural and creative opportunities through new collaborative working methods. The projects seek to transform aspects of cultural and creative provision in line with ACE's Let's Create strategy and the area's cultural strategic aims.

The Bradford Way was launched in April 2024, and **we are now seeking an experienced and creative PR and media professional (or agency)** to devise and manage our media strategy, secure regional press coverage, and develop digital content that communicates the impact of The Bradford Way to both sector audiences and the wider public.

### Brief

The successful candidate will:

- Develop and implement a Communications, PR and media strategy aligned with The Bradford Way objectives
- Secure traditional media coverage locally, regionally and nationally
- Create and distribute press releases to appropriate publications
- Monitor relevant media and online discussions for keywords related to The Bradford Way
- Develop and implement digital content strategies for Facebook, Instagram and other digital platforms currently used by The Bradford Way member organisations
- Liaise with project partners to identify key stories that resonate with both sector professionals and a broad cross-section of public audiences
- Capture and highlight success stories from individual artists and organisations supported through The Bradford Way, by working closely with consortia members and the programme evaluators
- Communicate the project's achievements against The Bradford Way KPIs and the Story of Change model, as developed by our Evaluator
- Contribute to changing Bradford's public narrative by showcasing its cultural growth, particularly in connection with Bradford 2025 and the opportunities beyond the UK City of Culture year for The Bradford Way
- Generate publicity around The Bradford Way 2026 conference that generates both media attention and delegate attendance by working with the Conference Producer and The Bradford Way consortium members
- Gain successful press stories by the end of August 2025 to add visibility to aid future funding, demonstrating our impact so far

## Deliverables

Creation and implementation of a communications, PR and media strategy to include:

- Visibility of The Bradford Way programme and its activities to a broad cross-section of the culture sector and public audiences locally and regionally
- Local, regional and national press features secured over the 12 months
- The writing and distribution of regular press releases aligned with key milestones of The Bradford Way
- A digital content strategy, including planned posts for Instagram and other digital platforms, including newsletters, Facebook, LinkedIn and Bluesky
- Case studies and storytelling pieces featuring artists and organisations supported by the project
- Provide data and analytics reporting to The Bradford Way consortium on the impact of the PR, communications and media strategy regularly
- Arrange photography to support the above when required

## Person Specification

The ideal candidate or agency will demonstrate:

- Proven experience in PR and media relations, particularly within arts, culture, or place-based initiatives

- Established media contacts within Bradford, West Yorkshire, and national sector publications
- Strong understanding of digital content strategies for public engagement around place-based activities
- Access to media distribution services and monitoring tools, and the means to measure reach
- Experience working with arts and culture organisations and/or non-profits/charities is desirable
- Ability to liaise with multiple partners to identify key stories and shape communications for both sector-facing and public audiences
- Ability to collaborate with multiple stakeholders and align messaging with consortium partners

## Remuneration

£12,500 for the whole contract (inclusive of VAT)

## Timeline

- **Applications open:** June 2025
- **Applications close:** Sunday 13 July 2025
- **Informal interviews:** Monday 21 July 2025
- **Introductory meetings:** W/C Monday 28 July 2025
- **The Bradford Way Conference:** March 2026
- **Project Wrap-up:** March 2026

## How to Apply

Interested candidates should submit:

- A CV
- A short proposal (no more than 2 pages) including:
  1. A brief overview of your experience and relevant work
  2. Your proposed approach to delivering the outlined brief and deliverables
  3. What resources do you expect from consortium partners to support the delivery of work
  4. Brief examples of past successful PR campaigns (preferably within the arts and cultural sector)
  5. Budget breakdown and timeline, including costs for work that might sit outside of the budget
- Please also include details of two referees who can be contacted if you are offered the role

**Alternatively, you can submit a video or audio recording**, which should be no longer than four minutes.

We are actively seeking proposals from diverse and underrepresented communities. We strongly encourage those from the global majority, D/deaf and disabled backgrounds to apply.

**Please send proposals to [hello@bdproducinghub.co.uk](mailto:hello@bdproducinghub.co.uk) by Sunday 13 July 2025 at 11 PM**