



Freelance Communications Manager

Start Date: 21 September 2026

End Date: 30 November 2026

Fixed-term, freelance contract (remote working and in Brighton during the festival)

Days

10 days in September

12 days in October

8 days in November

Fee

£6000 total

Photo Fringe is seeking a comms specialist who is passionate about photography. You will have some experience of delivering comms for a visual arts organisation or festival. You will be agile and highly organised, with knowledge of how to build and communicate clearly with broad audiences. A strategic thinker with a passion for storytelling, you are dedicated to equity, diversity and inclusion and have a track record of engaging and wide-reaching social media campaigns.

You will have the following skills and experience:

- A passion for photography
- +3 years experience in marketing
- Excellent storytelling skills, attracting diverse audiences through different channels
- Ability to deliver clear communication and strong design
- An understanding of how to use data for effective decision making
- Able to manage very tight deadlines, budgets and multiple tasks at once
- A great team player and effective problem solver

This is a Freelance Contract for Services and not a Contract of Employment.

You will work with the Board of Trustees and Producer to deliver the communications, marketing, audience development, press and partnership activity required to promote and deliver Photo Fringe 2026.

Project Management

- To deliver the communications, marketing and PR activity plan on time and within the agreed budget.
- To work closely with the Producer, the Board of Trustees and our PR consultant to develop and implement a communications strategy for Photo Fringe 2026.
- To report regularly to the Producer and Board of Trustees on communications, marketing, audience development, press and partnership activity.
- To maintain an organised record of communications activity, contacts, press coverage, social media activity and marketing assets on the shared drive.
- To coordinate communications activity across the festival programme, including for exhibitions, events, opportunities, talks, workshops, Collectives' Hub activity and other festival activity.
- To support the Producer in documenting and evaluating the festival, including gathering relevant audience, digital, press and communications data for funders and future planning and organising the documentation of the festival in still and moving image.

Communications

- To lead and deliver the communications and marketing strategy for Photo Fringe 2026, ensuring consistency with the festival's brand, values and objectives.
- To manage Photo Fringe's Instagram and Facebook social media accounts, our newsletter and email communications, including developing a content calendar and creating on Canva or Adobe and scheduling content to promote the festival programme, artists, collectives, venues, events and opportunities.
- To coordinate promotional activity with participating artists, exhibitors, collectives, venues and partners, providing guidance and gathering appropriate content and assets for use across Photo Fringe channels.
- To assist with press and PR activity, including maintaining media contacts, providing press materials, promoting festival stories and opportunities, coordinating media enquiries and securing relevant coverage.

- To support audience development and outreach by promoting Photo Fringe through relevant cultural, community, photography, educational and local networks, and identifying opportunities to reach new audiences.
- To support the Producer and Board with sponsor, funder and partner communications, ensuring appropriate visibility and promotion across Photo Fringe communications.
- To monitor and evaluate communications activity, including social media, email, press and audience engagement, and provide relevant information for festival evaluation and funder reporting.
- To ensure all communications are accessible, inclusive and compliant with Photo Fringe values, policies, GDPR, copyright and image licensing requirements.

Safeguarding and Health & Safety

- To comply with Photo Fringe safeguarding and health and safety policies when undertaking communications, audience engagement, photography, filming, interviews and other public-facing activity.
- To ensure that appropriate permissions and consent are obtained for photography, filming, interviews and the use of personal information where required.

Contract Overview

Term: This is a fixed-term contract commencing on **21/09/2026** and ending on **30/11/2026**.

Fees: contract is for approximately two months' work at a total fee of **£6,000**, at a rate of **£200 per day**. This represents up to **30 days of freelance work** across the contract period.

Hours: This is a freelance contract for services. Working hours will be the contractor's responsibility.

The allocation of days is flexible and should be determined according to the communications requirements of the festival, in consultation with the line manager. Please note that no overtime will be paid and there is currently no funding available to extend the hours of this contract unless otherwise agreed in writing.

Activity Plan: By accepting this Contract you are agreeing to be responsible for fulfilling the brief as set out in the attached schedule, 'Contract Activity Plan'. This schedule may change, in agreement with the line manager. Failure to deliver the task specification may result in termination of this contract.

Payments: Invoices will be paid in monthly installments in relation to the achievement of the Key Tasks. Invoices may not be paid if Key Tasks outlined below are not delivered. Payment will be made on receipt of a valid invoice within seven days by BACS, please ensure bank details are included on each invoice.

Reporting: The Contractor will report to the line manager, **Ricardo Reveron Blanco, Producer** and in his absence to **Rebecca Drew, Chair** and will be expected to liaise with other Board members, freelance consultants, artists, exhibitors, venues, partners, sponsors, press contacts and volunteers as necessary.

Activity Plan

September 2026 – Pre-Festival Communications

- Finalise the communications and marketing plan for the 2026 festival.
- Prepare the social media schedule for the festival launch and opening period.
- Coordinate the announcement and promotion of the full festival programme.
- Prepare press releases and targeted media pitches.
- Update and develop the Photo Fringe press contact database.
- Coordinate festival listings and external promotional opportunities.
- Work with the Producer and designer to produce and distribute festival print.
- Liaise with participating artists, collectives and venues to gather promotional assets.
- Prepare newsletter communications for the festival launch.
- Coordinate sponsor and partner communications and ensure agreed visibility.
- Promote festival events, exhibitions and opportunities through relevant external networks
- Host an online event for exhibitors to support their exhibition marketing.

October 2026 – Festival Communications

- Lead day-to-day festival communications and social media.
- Provide regular coverage of exhibitions, events, openings, talks and other programme activity.

- Produce and coordinate timely Instagram posts, stories, reels and other digital content.
- Highlight artists, collectives, venues, partners and sponsors throughout the festival.
- Coordinate press visits, interviews and media opportunities.
- Respond to press enquiries and facilitate connections with artists and Photo Fringe representatives.
- Send regular festival newsletters and programme highlights.
- Undertake audience outreach and cross-promotion with partners and community networks.
- Monitor social media and newsletter performance and adjust activity accordingly.
- Collect and archive press coverage and promotional materials.
- Support the Producer and Board with communications around fundraising, sponsorship and supporter activity.

November 2026 – Post-Festival Communications & Evaluation

- Continue post-festival communications and promotion.
- Share festival highlights, outcomes, photography and audience engagement.
- Produce post-festival social media and newsletter content.
- Thank artists, exhibitors, collectives, venues, volunteers, partners, sponsors and audiences.
- Secure and record outstanding press coverage.
- Compile communications statistics, including social media reach and engagement, newsletter performance and press coverage.
- Contribute communications data and evidence to the festival evaluation and funder reporting, help to design and distribute the final reports.
- Make recommendations for future Photo Fringe communications, audience development and marketing activity.
- Ensure all communications assets and records are securely organised on the shared drive.