

Design Services Contract

The Ark is seeking a partner to provide design services for The Ark's communications activities. They will work closely with The Ark to create an innovative and strategic design approach, building on and incorporating our existing branding, to be applied to the creation of materials.

This design approach should deliver on two key objectives of

- a) Driving awareness, recognition, attendance and ticket sales particularly in our key target audiences of families and schools
- b) Reflecting The Ark's brand and story, including our creative vision and position as a cultural destination for children that covers all art forms in its work.

While focussed on project based work, the design partner role and work will be an important part of the development and delivery of a long-term (3-5 years) communications strategy managed by The Ark's Marketing Manager.

Nature of the Role

The successful design partner will design communications materials for The Ark's integrated campaigns spanning print and digital channels. They will work with The Ark to create a strategic plan for the way that we use design to tell the story of The Ark, our audiences and the multi-disciplinary nature of our events. This plan will be used to create a visual identity and consistency across events and programmes that take place in The Ark and out on tour. The templates and approaches created will also ensure that campaigns are as cost-effective as possible, acknowledging our public funding and charitable status.

A design budget will be allocated to each campaign based on the demands and needs of the events contained within that period. Communications materials needed will vary from Season brochures, fliers or posters to digital images, advertising or video. Some events will have existing imagery to be incorporated into our design approach and some will require the design partner to create imagery to be used.

Liaison with other providers (printers, digital agencies, artists etc.) will also be an important factor. You will be expected to deliver the most economically advantageous costs on any aspects required, while protecting the envisioned quality and integrity of the designed materials.

The Design Partner will be required to create design for activities that include (but are not limited to)

- Programmatic Marketing – promoting The Ark's productions and events as well as touring and visiting companies. The key aim here is to attract audiences, sell tickets and build recognition of The Ark and its activities.
- Institutional Marketing – promotion of The Ark's brand and story to achieve sustained visibility within our communities and stakeholders. Build recognition, engagement and loyalty. This could include materials for loyalty and membership schemes, annual reviews or display materials such as banners, pop-ups or conference displays.

General activities:

The design partner reports to and will work closely with The Ark's Marketing Manager who will manage the contract. They will be expected to attend regular meetings on-site at The Ark where

they will interact with The Ark’s programming team as well as the Director and General Manager as necessary when presenting campaign ideas. There will be regular strategic sessions to evaluate and identify opportunities to refine the effectiveness of our communications.

Day to day work will include (but not be limited to):

- Creation of communications materials based on an agreed strategic design approach and to detailed briefs and budgets supplied by The Ark.
- Working with and sourcing collaborators for the creation of these materials – e.g. Photographers, animators or video-makers as needed.
- Managing the design process through all stages of development through to delivery of artwork and any required printed materials.
- Creating adverts (as opportunities arise) based on the specific specs of that external publication.
- Assistance in the development and delivery of The Ark’s Marketing and Communications Strategy.
- Create an identity guide for the way that we use our logos, branding and style to empower The Ark’s team and other partners (as appropriate) to work within the agreed design approach and to integrate it across the organisation.

Tender Process

Interested parties are asked to complete an initial **Expression of Interest** by 5pm on Thu 5 May. These applications will be looked at by the panel and shortlisted to 3-5 parties who will then be sent a detailed brief for the presentations stage of the process.

Shortlisted parties will be asked to demonstrate their understanding of The Ark and the supplied brief by presenting us with a detailed overview of the process that they would take to fulfil the brief and developing a long-term design approach to bring The Ark’s story to life. You will be encouraged to share some of your initial thoughts and ideas on the opportunities we could maximise. Part of the presentation will also involve you illustrating your process by talking us through a cross-platform project that you’re particularly proud of that had a similar longer-term strategic approach.

Timeline:

Initial application of interest	Deadline Thu 5 May @ 5pm
Full brief issued to shortlisted parties	Thu 12 May
Presentations to panel	w/c 30 May
Potential second presentation	tbc
Successful candidate to commence on design work	Starting from late June/early July

If you have any questions regarding this opportunity or the recruitment process, please email Al Russell, Marketing Manager at al@ark.ie