



In partnership with



OPEN CALL FOR COMMUNICATIONS FOR new Art new Audiences Botswana

Deadline 28 February 2019, 15:00hrs GMT

The British Council #SouthernAfricaArts in partnership with Thapong Visual Arts Centre are delivering an exciting new project, **new Art new Audiences #nAnAbw** and are looking for a communications partner to help tell capture and share the unfolding of the project.

Background

The British Council and Thapong Visual Arts Centre have partnered on a project called **new Art new Audiences #nAnAbw** which will be delivered between January and June of 2019. This project seeks to provide an opportunity for emerging artists to create new work which represent of a cross-section of a minimum of, but not limited to, two art disciplines. The projects are expected to be developed between March and June, culminating in an exhibition of the three successful projects.

The Opportunity

We are looking for a local communications firm or individual that has a proven track record in managing communication strategies, especially in the creative sector. The successful applicant would be expected to deliver creative communications activity for the duration of the project as well as developing a creative communications strategy for #nAnAbw for audience engagement within Botswana's borders and especially outside of it in Southern Africa and the UK. This communication strategy will look at supporting the story-telling of the 3 successful projects that will be developed between March and June 2019, culminating in an exhibition showcasing the 3 projects themselves.

The successful applicant will work closely with the curator at Thapong Visual Arts Centre for the duration of the project.

We are seeking applications from individuals who will be able to:

- Provide oversight over all communications specific to #nAnAbw project as mandated to help amplify the project to a social media audience in collaboration with the British Council and Thapong Visual Arts Centre.
- Produce innovative and creative digital content which will promote the three successful projects and the #nAnAbw project overall including the supporting partners
- Documentation of all aspects of the #nAnAbw project through photography and video and making regular submissions as specified

How to Apply

If you are interested in applying, please submit your curriculum vitae/company profile along with a 600 - 800 word statement between February 8 and February 22 for consideration. This statement should include the following:

- a summary of your experience working as a communications partner in and/or outside of Botswana
- your experience with working with social media
- your experience of using various media – including but not limited to photography, videography, with at least 2 but not more than 5 links to examples
- how you would propose to meet the aims of the project above including being available to support project development between artists
- how you would use communication channels (e.g. website, social media) to promote the project

Applications should be submitted to **Mr Reginald Bakwena** (reginaldbakwena@gmail.com) by **15:00 hours GMT on February 28, 2019**.

British Council

The British Council is the UK's international organisation for cultural relations and educational opportunities. It is on the ground in six continents and over 100 countries, bringing international opportunity to life, every day. British Council's work in the arts aims to promote the UK's diverse culture, creativity and innovation overseas as well as developing artistic programmes and opportunities for collaboration in the countries that it operates in.

Thapong Visual Arts Centre

The centre was established in 1998 with the aim of promoting collaboration and excellence in the visual arts sector in Botswana through sharing skills, enabling personal growth and development and promoting arts locally and internationally through networking. The centre hosts a gallery and studio spaces and has a vibrant exhibitions programme. Since 2002, the centre has offered residencies for international artists to work in Botswana with local artists, including opportunities to conduct outreach workshops and exhibitions.