

FESTIVAL of FOOLS

Two paid work opportunities: Festival of Fools Social Media. Early 2025 - 30th June 2025

We have received funding from Arts Council Northern Ireland and Belfast City Council to support Festival of Fools 2025, including Circusful Corner and our Fresh Fools Cabaret – our community performance programme.

As a result, we are looking for individuals/organisations to support us with the following work area:

- **Social Media Support on the lead up to Festival of Fools and during the event itself:**
Putting a plan together, bringing that plan to life and scheduling social media posts / other comms for the months to come.

Background information on Festival of Fools:

Festival of Fools is a free, family-friendly Festival that takes place throughout the May Day Bank Holiday weekend.

Reportedly the biggest street theatre festival on the island of Ireland, returns to Belfast on the 3rd-5th May, 12-6pm and takes place throughout Belfast Cathedral Quarter, with some activities also taking place across the City Centre.

We also have an important community programme, providing an opportunity for young people and adult circus members to perform alongside professional artists and to learn, share and develop their skills together.

Our evening shows takes place in the days following the outdoor programme and is in collaboration with Cathedral Quarter Arts Festival. We transform the Circusful building into a performance space and invite audiences in to see spectacular performances. These shows are ticketed and over the past few years have showcased new and emerging work, and Northern Ireland premieres.

Festival of Fools is well loved:

- *“A wonderfully inclusive festival, uplifting and inspirational for children especially.”*, Audience member, 2024.
- *“I've never seen circus before and I like it a lot. Everyone was friendly and welcoming. It was great fun!”* Audience Member, 2024
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Charity registration numbers (NI) NIC102887 (UK) XR98177
Company registration number NI058177 | VAT number 876 848 454

- *“Brilliant acts, very well organised, Loved it every year - Keep up the great work!building”*, Audience Member, 2024.

Festival of Fools attracts people from across NI and beyond with a total audience of over 18,000 in 2024. Our audience survey told us that 84.4% rated their overall experience of the Festival as Excellent. 99.8% said that they would recommend the festival to others. 90.8% described the festival as Fun and 70.6% described it as Joyful.

Audiences not only saw shows, but also spent money on accommodation, food and in other retail outlets. Festival of Fools partners with a range of organisations and events. Our local performance and community engagement partner is Circusful. Our accommodation partner is Ramada by Wyndham. We work with Hit the North and CQAF to maximise publicity and audience reach. We are also members of Belfast's Festivals and Events Forum.

We are now seeking people/organisations to help us to launch and broadcast our plans over social media channels.

Job Description

Social media support - on the lead up to Festival of Fools and during the event itself.

The role: Putting a plan together, bringing that plan to life and scheduling social media posts and website content/engagement from Early 2025 – 30th June 2025. Including full involvement and coverage over the whole weekend, Saturday 3rd – Monday 5th May, and evening shows (dates TBC)

Do you have:

- A strong track record of delivering social media support for NI festivals and events?
- The imagination, creativity and ambition needed to help us re-imagine what might be possible.
- The planning skills needed to look ahead and schedule social media posts and prepare website content to take us from now, through the festival and onto sharing our evaluation/findings/highlights afterwards?

We are seeking an individual to work with us on a freelance basis to help us identify, plan for and share our stories.

Requirements: In the region of 150 hours work in advance of Festival. Including around 24 hours over the festival weekend and then a further 5 hours follow up. Exact number of hours will be determined by work requirements and funding.

Timeline: This work needs to start by the Early 2025.

Renewal: Subject to funding and high-quality delivery, engagement and compelling results, this contract may be renewed on an annual basis for up to three years.

If you wish to apply:

Please write a short paper outlining:

- a. Why you think you are best placed to deliver the outputs.

b. How you would go about it and your hourly / daily rate.

Please also attach your CV and 2 references we can contact by telephone.
Then email all to info@foolsfestival.com

Questions?: Please call the office to discuss – 02890236007.

Social Media Support – **Deadline 17th October 2024.**

Generously supported by the Arts Council of Northern Ireland, Belfast City Council.

PRINCIPAL FUNDER



Belfast
City Council