

Contract Brief

Digital Communications Strategist

Location:	Remote
Fee:	£6,000 (inclusive of VAT and expenses)
Status:	Freelance contract with ICOM UK
Reporting to:	Strategic Director, ICOM UK
Contract Duration:	6 months (September 2025 to February 2026)
Application Deadline:	26 August 2025

Introduction

The International Council of Museums UK (ICOM UK) is seeking an experienced Digital Communications Strategist to support the organisation as it grows its audience focus, brand, and digital communications across all channels and platforms.

About ICOM UK

ICOM UK is the UK's only museum sector membership organisation with a dedicated international focus. As a professional membership organisation, we connect members based in the United Kingdom and the UK's overseas territories to the global museum community. Through participation in collaborative projects and with a lively events programme, ICOM UK actively contributes towards the international heritage agenda. Our bursary scheme is designed to help our members participate in international museum activity.

ICOM UK currently has more than 3,500 members. Our membership has grown steadily and rapidly since 2019. Continuing to grow membership is a priority for ICOM UK, along with ensuring members receive the best possible value from their membership through an attractive benefits package.

Globally, ICOM consists of 138 national committees, of which ICOM UK is one. Since forming in 1946, membership of the whole ICOM network has grown to more than 60,000 members. Membership benefits include international bursaries, conferences, training opportunities and exchange programmes; access to subject specialist International Committees; access to an online library, practical tools and professional standards; as well as free or reduced-price entry to thousands of museums worldwide.

ICOM UK is also an independent charity (CIO) registered in the UK, served by a Board of 14 trustees and a small, part-time, freelance 'staff' team including currently a Strategic Director, a Membership & Admin Manager and Communications Assistant.

Purpose of the Brief

Our vision is for ICOM UK to be recognised in the UK museums sector as a thought leader in international museum practice and a 'must join' membership organisation due to its uniquely international perspective, network and best practice.

To help us achieve this, we need our digital communications to:

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- grow ICOM UK's reputation and brand, nationally and internationally, ensuring that current and future members, and wider stakeholders, understand the power of ICOM UK's network, the benefits it offers and its excellence in the museums sector.
- generate influential national campaigns that showcase and provide valuable best practice resources for ICOM UK's members, its international network and across the museums sector.
- provide current and future members with easy access to ICOM UK membership and membership benefits, while identifying and supporting opportunities for membership growth
- showcase ICOM UK's strategic plan themes, projects, resources and events.

This contract is for a qualified and experienced Digital Communications Strategist (DCS) to work with us to review and implement improvements to our digital communications through a strategic, audience focused approach.

We have two significant communications campaigns to deliver this autumn, the first for membership and the second for our annual conference in 2026. Please note therefore, that this strategic work will be taking place in conjunction with the need to implement changes where we can in the short term.

Role & Outputs

It is expected that the contractor will undertake the following tasks during the contract:

- Lead a digital brand audit, to include: a review of current and future audiences, and the content and functionality of ICOM UK's website, email, and socials.
- Recommend improvements in approach (i.e. to audiences, content, and functionality) to support ICOM UK's overarching strategic goals.
- Collaborate with ICOM UK's Strategic Director and Comms Lead Trustee on the Board, to achieve consensus/buy-in for recommendations
- Provide experienced, hands-on strategic guidance for the existing ICOM UK team (which includes the new Comms Officer and an external web developer) to deliver priority key improvements for live campaigns this autumn and embed new ongoing approach by February 2026.

Working Relationships and Practices

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The DCS will be expected to work closely with the Strategic Director, the Comms Lead Trustee and the Communications Officer. There will also be interface with our external web developer.

ICOM UK is a remote organisation. We are looking for a DCS to work with us in an agile, collaborative and focused way.

Budget

The indicative fee for this contract is £6000 inclusive of VAT and expenses. The contractor should provide a breakdown of the costs to meet the project deliverables, including proposed number of days and rate.

Timescale

26 August 2025:	Deadline for responses
Early September:	Contract start
End February 2026:	Anticipated contract completion

Insurance

The contractor is expected to hold professional indemnity insurance (£2m) for this contract. The contractor will be asked to provide evidence of insurance at appointment.

Responding to the Brief

Contractors are asked to submit the following in response to the brief:

- A statement outlining the contractor's suitability for the role and examples of similar experience.
- A CV.
- A detailed budget quotation for the work required to meet the deliverables in the brief, including a breakdown of days/hours and day rate.

Submissions should be returned by email to info@icomuk.org by **9am on Tuesday 26 August 2025**.

To request ICOM UK's Background Digital Communications Information Pack or to arrange an informal discussion about the contract brief in advance of the deadline, please contact Katie Hardgrave at info@icomuk.org