

Digital and Social Media Marketing and Events Co-ordinator

One of Ross Town Council's Tourism Strategy objectives is to increase the number of visitors and residents to the town centre. It is even more important as lockdown restrictions ease, particularly in the run up to Christmas and as part of preparations for the summer of 2021. To this end, the Council plans to engage a proactive and enthusiastic individual either on a fixed term contract basis or a business that can provide a full range of services for a period of six months (October to March 2021) at a total cost of £17k (excluding VAT). Overall as a minimum it is anticipated that the effort required to fulfill the role is one Full Time Equivalent. (Approximately 123 working days assuming a break between Christmas and New Year).

A minimum of two half days per week is expected to be performed in the Town Council's Office to facilitate communication and coordination between all staff. Attendance and participation at virtual meetings of the Community Markets and Tourism Sub-Committee meeting (likely to be 4 times on a Tuesday evening held at 19:00 hours), and its working groups e.g. Christmas Fayre is expected.

Subject to successful outcomes there might be potential to extend the role by a further period. The contracted responsibilities would be:

Digital and Social Marketing

To provide marketing and digital content about the town, tourist information and links to the businesses within the town through the Town Council's website and Facebook page. This will include establishing ideas for potential revenue earning to offset costs.

To develop connections with the administrators of other social media pages currently run by various volunteers, including Facebook pages, Twitter and Instagram (this may include co-administration). The objective is to work in partnership with these volunteer groups to increase followers to above 10,000 (currently most of the social media is between 1000 and 3000 followers). This will include coordination with current volunteers to assist them and increase the number of positive and coordinated posts and encourage more volunteers to engage with social media. An output would be a social media plan for Ross On Wye.

To work with other websites administrators and tourist bodies such as. CreateRoss, Visit Herefordshire and Forest of Dean tourism, as well as establishing links with others as recommended by the contractor/ business to develop a Digital and Social Marketing Strategy.

The Town Council, subject to funding, plans to establish digital notice boards within the Town, as well as extend its museum without walls attractions. This role will also undertake the seeking of funds (Circa £200k+) and grants to realise the Council's plans. Should this be successful your responsibilities will be to provide input into the look and feel of the digital interface and the digital content, including links and establishing advertising for local businesses as a revenue stream for the Town Council.

Event Planning and organising

During the initial period there have traditionally been two primary events that are usually held within the Town: towards the end of November, the Christmas Fayre to coincide with the

switching on of the Christmas lights, and Pancake races in February. You will be expected to form part of the event team and work with the existing organisers and volunteers to provide added value and extra dimension to these events in a coordinated manner. This will include creating opportunities for greater revenue generation to offset costs.

To submit costed ideas for alternative low key events within the town, e.g. wandering musicians and/or entertainers in the run up to Christmas on Market Days, and if approved to organise and facilitate them.

Note some weekend working is anticipated during these events.

Outputs/ Reporting

By the 15th December a costed plan will be submitted to the Town Clerk and Chair of the Community, Markets and Tourism Sub-Committee for consideration for inclusion within the financial year 2021/ 2022 budget.

Monthly reports will be submitted on activities conducted, man-days expended, digital marketing and social media outcomes, risks and issues experienced and outlook for the holding of events going forward.

Feedback and lessons learnt from events shall be summarized and reported to the Town Clerk and Chair of the Community, Markets and Tourism Sub-Committee within two weeks of the event.

Experience

It is anticipated that the individual contractor and/or business will have a proven track record of at least 3 years.

Response to this Tender/ Job offer

The applicant/ tenderer shall provide the maximum number of man-days, inclusive of appropriate weekend working that will be supplied to the Town Council, together with either a total firm price or man day rate all-inclusive of travel and subsistence but exclusive of VAT.

CVs of individuals are to be supplied demonstrating their experience and relevance to the tasks outline above.

If shortlisted for interview you will be expected to provide the following:

- A statement on how you as an individual or company will approach each of the tasks identified above and how the route to success will be monitored and reported. It is anticipated that this response will be between 5 and 10 pages inclusive of graphics.
- A minimum of three relevant case studies or examples of projects from past contracts performed within the last three years together with recent references shall be returned with your application/ tender. (Note more than one case study from the same contract can be included provided they address different aspects of this task)