

Project Brief for Halesworth's Town Marketing Coordinator

*Halesworth's main street, the Thoroughfare, is one of Suffolk's best-kept secrets. It is the prettiest and most interesting main street of any of East Anglia's smaller towns. An unequalled range of 17th, 18th and 19th century frontages...*¹ (Simon Knott 2007)

There are many other things we love about our town that many people don't know much about –

The largest Millennium Green in the country; The Cut Arts Centre, a Museum and Art Gallery that punch above their weight; the best coffee around; a selection of independent shops along our semi-pedestrianised Thoroughfare; events such as The Scarecrow Trail, the Day of Dance and the INK Festival; country walks; cycle tracks; heritage buildings wherever you look and much more.

We want to tell people about Halesworth and bring visitors and local residents into the town to support the local economy and make it one of the most vibrant market towns in Suffolk.

And we need someone to help us do that!

This post is supported and overseen by the Marketing Stakeholder Working Group (MSWG) which includes representatives from Halesworth Town Council (HTC), local businesses, those involved with local tourism and events and East Suffolk Council. The MSWG reports into a committee of Halesworth Town Council.

Our aim:

To market Halesworth's many assets, places of interest and events to enhance its vitality and ensure its future viability as a great place to visit, live and work.

To support the economic development of the town centre and its key cultural and heritage attractions and to ensure its long-term sustainability as a vibrant market town.

The project aims:

1. Formulate and agree with MSWG a working strategy and delivery plan against agreed budget.
2. Maintain and enhance the town website www.halesworthtown.co.uk – using the agreed brand guidelines, create SEO efficient and current content and continue to improve our new destination website's position on search engine rankings. Ensure the business listings and events sections are up to date. Co-ordinate any web design and development with external/web design specialists.
3. Enhance the town's presence on its Facebook page @VisitHalesworth plus other new social media channels where appropriate – creating regular, original content,

¹ <http://www.suffolkchurches.co.uk/>

generating news and engagement to promote Halesworth as a local community and visitor destination.

4. With support from the MSWG, establish and roll out our new town brand and logo and become the town's brand ambassador, policing usage of our new brand.
5. Work with East Suffolk Council to monitor and share the analytics of the Free Wi-Fi project as well as promote the service and increase e-newsletter sign ups. Send out regular newsletters to our subscriber list. Work with East Suffolk Council to monitor and report on data from the Footfall project.
6. Commission and build a bank of imagery for use on our website and social media and that local groups could also use on their own platforms if they choose to.
7. Manage the website event calendar - support the coordination, development and marketing of events, in partnership with the local groups putting on events. Ideas for new events, that would encourage more visitors, would need to be separately organised and financed.
8. Support other information websites where appropriate and needed – offer some time to groups to help to ensure information is updated, shared and consistent.
9. Market the town through other marketing channels – working in partnership with external organisations such as Suffolk Coast DMO on joint campaigns to raise the profile of Halesworth to a wider, including national, audience.
10. Work with local stakeholders (e.g. ESC) to identify potential funding opportunities – for future events and projects agreed by the stakeholder group.
11. Establish, monitor and report on key success measures for the post as agreed with the MSWG.
12. Manage an email subscriber list of all local businesses and organisations keeping it up to date and sending out regular marketing news updates.

Pay and Conditions

This is a defined project funded, initially, until August 2025. The employment structure on offer is a self-employed subcontracted basis. This post is self-governing and requires someone who works very well independently with support and guidance from the MSWG.

It is envisaged that the project would take on average 15 hours per week. The hours would need to be worked flexibly, including evening and weekends, dependent on things happening in the town.

Self-employed (subject to status) - payment would be made for 46 weeks a year. Contracted to HTC.

The pay would be in the region of £15 per hour. To get the right person this is open to negotiation, based on experience.

Start date is as soon as possible

What kind of person(s) are we looking for?

This role is self-managing and as such, we need someone who is experienced enough to manage their own workload and plan the day-to-day content of the role themselves with guidance from the MSWG. We are, therefore, looking for someone who is a self-starter and confident decision maker.

	Essential	Desirable
Knowledge and Experience	<p>Marketing, promotion and PR – e.g. place-based promotional activity, event management</p> <p>Brand development and implementation across multiple channels</p> <p>Social media content management - savvy with selected platforms to be decided on</p> <p>Proven experience of growing and maximising users of Facebook page</p> <p>Knowledge and experience of creating engaging graphics in Canva</p> <p>Proficient in Microsoft word, excel, powerpoint and email (MailChimp)</p> <p>Website editing – familiarity using WordPress or similar.</p> <p>Understanding of search engine algorithms and SEO</p> <p>Working with contractors e.g. website designer, printers</p>	<p>Local knowledge of Halesworth</p> <p>Knowledge of blogging platforms</p> <p>Awareness/experience of developing funding applications</p> <p>Photographic and video creation skills</p> <p>Image management and resizing for different platforms</p> <p>Creativity/graphic design experience – familiarity with apps/software such as Photoshop, Adobe illustrator or equivalent</p>
Skills & Abilities	<p>Positive approach and “can-do” attitude</p> <p>Ability to manage own workload, achieve targets and respond flexibly to changing needs and demands</p> <p>Confident verbal and written communication skills</p>	.

	<p>Act as an ambassador for the town</p> <p>Experienced in actively engaging with and managing relationships with a range of stakeholders</p> <p>Proof reading skills</p> <p>Friendly and welcoming demeanour, valuing diversity and equality, respecting colleagues in all relationships.</p> <p>Good organisational and administration skills</p> <p>Ability to work independently or as a member of a team.</p>	
Other	Flexible approach to working hours	

If you are interested, we would like to hear from you.

Please send a short CV and covering letter/email saying what appeals to you about the job and including some examples of your work, if possible. By sending in your information, that includes personal details, you are agreeing to the documents being shared with the selection panel and administrator.

Send to deputyclerk@halesworthtowncouncil.gov.uk

For more information or if you have any questions about the role contact Phillippa Welby, Deputy Town Clerk on 01986 874517

A panel of stakeholders will interview prospective applicants and details of what the interview will include will be sent out beforehand. References will be required for the person offered the post.

Closing date for applying – 6th March.

If called for interview these will be held in person at the Halesworth Town Council offices on 21st March