

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 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!

A stakeholder group including representatives from Halesworth Town Council (HTC), local businesses, those involved with tourism and East Suffolk Council have worked together to develop this brief. A new Marketing Stakeholder Working Group (MSWG) is being established.

Our Aim

To market Halesworth's many assets and events so enhancing its vitality and ensuring 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 to ensure its long-term sustainability as a vibrant market town.

What the Project will Achieve.

1. **Maintain and enhance the town website** – using the agreed brand guidelines and creating SEO efficient content, continually improve its position on key search engine rankings, such as Google & monitor the analytics of the Free Wi-Fi project. Co-ordinate any web design and development with external/web design specialists.
2. **Develop the unifying messages and presentational style to market the town** – Much work has already been done on brand principles and agreed messages, but we would

¹ <http://www.suffolkchurches.co.uk/>

like your input to continue this work. With support from the MSWG, build a bank of imagery that local groups could use on their own websites if they choose to.

3. **Create an event calendar** - supporting the coordination, development, and marketing of events, to be done 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.
4. **Enhance the town's presence on social media channels and create new platforms where appropriate** – creating regular original content, generating news and engagement to promote Halesworth as a local community and visitor destination.
5. **Support other information websites where appropriate and needed** – offer some time to groups to help to ensure information is updated, shared and consistent.
6. **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 the Town to a wider, including national, audience.
7. **Ensure there is up to date Halesworth information** - at Visitor Information Points, wayfinding signs and community notice boards, making use of the agreed messaging and brand guidelines if this is seen to add benefit.
8. **Liaise with and feed back to the MSWG and the wider Halesworth Community**
9. **Work with local stakeholders (e.g. ESC) to identify potential funding opportunities** – for future events and projects agreed by the stakeholder group.

Pay and Conditions

This is a defined project funded, initially, for two years. It is a new endeavour for the town, and we wish to encourage a wide range of applicants. Therefore, the employment structure on offer is flexible and can be offered as either a two year employment contract or on a self-employed subcontracted basis. Support and guidance will be offered 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 - payment would be made for 46 weeks a year. Contracted to HTC.

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

Here are some of the essential and desirable skills and knowledge we think would be right for the post, but we would welcome other ideas.

	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>Proficient in Microsoft word, excel, powerpoint and email</p> <p>Website editing – familiarity with the selected platform or similar</p> <p>Understanding of search engine algorithms & SEO’s</p> <p>Creativity/Graphic design experience – familiarity with apps/software such as Photoshop, Canva, Adobe illustrator or equivalent</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>Programme development and management.</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	

¹ <http://www.suffolkchurches.co.uk/>