**Communications Specialist for Visit Evesham – Freelance**

Evesham Place Board and Wychavon District Council have agreed to commit funding to a temporary role to support the development of the Visit Evesham website and social media. This role has been part-funded by Wychavon District Council’s allocation of the UK Shared Prosperity Fund part of the UK Governments Levelling Up agenda. You will be contracted by Evesham Town Council who manage the Visit Evesham website and social media and be managed by the Manager of the Almonry Museum and Tourist Information Centre.

**Contract term:** 18 months Mar 24 – Aug 25, one day a week – 7.5 hours. Proposed start date at the beginning of March.

**Fee:** £20 per hour (£187.50 per day)

**Location:** This role will be home-based. There will be some requirement to capture content on-location and attend meetings in-person.

**Deadline:**

Please send a covering letter detailing why you are interested in the role along with how you match each of the criteria on the Person Specification. Please also send a CV detailing your relevant experience in line with the Job Description. Please email these to [caroline.tredwell@wychavon.gov.uk](mailto:caroline.tredwell@wychavon.gov.uk) by midnight on Sunday 18 February, you will be notified if you have been shortlisted before Wednesday 21 February, interviews will be held on Monday 26 February on Teams.

**Person Specification**

**Essential**

* Demonstrated experience of improving the performance of websites and social media channels.
* Ability to use Wagtail website management system.
* Confident with producing reports using Word and Excel.
* Motivated to improve perceptions of the town.
* Able to produce engaging copy.
* Ability to capture and edit photographs and video as and when required.

**Desirable**

* Good knowledge of Evesham and the surrounding area.
* Experience of managing tourism websites and social media.

**Job Description**

You will be given a detailed work plan with targets over the contract term when appointed. Responsibilities will likely include.

* Ensure Visit Evesham website is updated with all relevant events listings.
* Manage the Trip Advisor account for the town and respond to all reviews.
* Contact event organisers to get details of upcoming events.
* Maintain a contact database of individuals involved in the visitor economy in and around Evesham.
* Schedule 2 – 3 posts per week from the Visit Evesham Facebook page.
* Keep a detailed record of performance of social media content, engagement demographics and other metrics such as increases in follower numbers.
* Develop a content calendar to support Evesham to promote itself on relevant national and international days.
* Check accuracy of current information and update ‘Places to Stay’ following Wychavon accommodation audit.
* Check accuracy of current information and update ‘Places to Eat and Drink’
* Check accuracy of current information and update ‘Things to See and Do’.
* Work with Vale & Spa and Visit Worcestershire to ensure that promotional opportunities for the town are maximised.
* Share content to support fundraising for the restoration of the Almonry Museum as and when required.
* Build a bank of images for a Visit Evesham Instagram account to be launched during the contract term.
* Familiarise yourself with the Evesham Town Plan and the Evesham Town Centre prospectus and USP’s for the town.
* Support the Evesham Place Board with publicity as and when required.
* Keep a record of things that need to be improved with the website functionality when it is re-launched.
* Participate in the consultation and design development for a Visit Evesham brand.
* Produce a report on a bi-monthly basis on progress.