

Visit-kendal.co.uk

Website and marketing support

Kendal Futures & Kendal Town Council (supported by funding from Kendal Town Council and Kendal BID) are seeking to appoint a website and marketing specialist to help update and publish content on the newly created visit-kendal.co.uk website. The role will also include implementing some elements of a pre-agreed promotional plan to increase visitor traffic to, and local business engagement in, the website.

Tasks include:

- Regularly updating the website content, at the request of partners and contributors
- Regularly updating the Explore gallery feature to reflect seasonal changes and up and coming event dates
- Approving suitable social media content using #kendal or #visitkendal from Twitter and Instagram feeds to populate the published social media wall via the integrated Juicer feed
- Communicating with local cultural organisations, festival organisers and other businesses to ensure content and images and reciprocal links are kept up to date and relevant
- Initiate leads to support the development of new blog posts
- Produce newsletters and/or articles to:
 - promote the site to local people
 - encourage local businesses to sign up for free directory listings
- Produce occasional e-newsletters
- Write communication articles/emails to encourage local businesses to sign up for free directory listings

About you:

Ideally, you will be an effective copywriter, proficient in using WordPress, experienced in producing newsletters using software such as MailChimp and have proven photo editing skills.

You must have access to your own PC/laptop and access to photo editing software. The role will be completed at your own base with some attendance at meetings in Kendal required.

Initial training and induction will be provided and you will be supported by the Kendal Futures Co-ordinator and Kendal Town Council Project Manager.

The contract:

This is a contracted position for up to 12 months, but will be reviewed after one month and again every quarter. Our preference is to create a retainer contract of up to a maximum of 8 hours per month, invoiced monthly for hours completed.

The contract will be managed by Kendal Town Council.

To apply:

Please email a CV and covering letter, outlining your costs, by Friday 21st April, to: Paula Scott, Kendal Futures – p.scott@southlakeland.gov.uk or ring 01539 793284 or 07585665636 with any questions.

Interviews will take place week commencing 1st May 2017.

Please note: Kendal BID are also seeking a freelance/contracted Social Media and Marketing Officer. Applications will be considered from those wishing to apply for both posts, although this is not a requirement.