

Ludlow TiCL Champion - Job Description and Person Specification

The post is suitable for a self employed contractor working to an initial budget of £1k available over a 6 month period. There is an expectation that the post holder will generate income to further the work for the next six months and beyond. The post holder will report to the Ludlow Chamber of Commerce's Tourism Group on a monthly basis. The work will be required over a period starting from January 2014.

Main Roles and Objectives

1. Ability to understand and develop the use, create content and revenue for the Ludlow TiCL app project.
2. Develop a sustainable marketing strategy and pricing structure for the sale of banners, splash screens, vouchers to local businesses, festivals, venues and events;
3. Ability to communicate opportunities to local businesses including shops, accommodation providers, event organisers;
4. Create income stream to help pay for year 2+ continued development of TiCL app;
5. Ability to work with key organisations in Ludlow including: Ludlow Town Council, Ludlow Castle, St. Laurence's Church, Ludlow Assembly Rooms, key festivals, markets, Civic Society, Town Walls Trust etc. to help create content and trails for the town;
6. Ability to write relevant press releases and develop other relevant suitable social media channels for promoting the project
7. To develop links between the app and official tourism website for Ludlow and develop income from selling listings and developing events guide on www.theludlowguide.co.uk
8. To identify and apply for further streams of funding to assist the development of the project.

Skills and Experience

- Sales and marketing experience
- Excellent admin and time management skills
- Good working experience and knowledge of digital communication technology
- Experience of working with a wide group of organisations
- Strong written and verbal communication skills

Outputs to be delivered in initial six months

- A robust and effective sales strategy and demonstrable emerging sustainable streams of income;
- An effective marketing strategy with demonstrable promotion of the project on websites, print media, social media
- Content to reflect the core annual festivals, events, markets and venues in Ludlow
- Content and income from local independent retailers, accommodation providers, cafes, pubs restaurants that support the core identity of Ludlow.
- Identify other suitable streams of funding

Please send letter of application addressing the main objectives of the role as described below together with a CV to tish@ludlowchamber.co.uk by 30th November.

