

DIGITAL CONTENT CREATOR/EDITOR TO CREATE CONTENT FOR NEW SALISBURY WEBSITE

We need a creative, passionate digital content creator/editor to help us create a new website to inspire people about Salisbury!

Partners in Salisbury's future have recently developed a new competitive brand positioning for the city; a clear sense of what makes the city such a special place to live, work and visit.

As a partnership, our mission now is to inspire our people to make the most of this special place, our visitors to spend more time with us, and to encourage those with skills and expertise our city needs for the future to make their home here.

We are now developing a new website for Salisbury (see [website development RFQ](#) for more detail) along with a suite of social media channels. We have appointed a creative web development agency to work with us on creating the site and we would now like to appoint a content genius to work with us on the project development team.

SCOPE OF WORK & ROLE

The role-holder will help us define the content strategy for the site, produce the majority of the written content required and project manage the creation and production of content in time for launch.

We anticipate the development project to last for 3-5 months, beginning ASAP and the person appointed will be the content lead for the new site throughout the development and launch period.

This position may suit a freelancer or agency. A contract of employment will not be offered with this appointment. The work agreement will be made with Salisbury BID.

CONTENT STRATEGY

You'll be involved from the kick-off, working with partners and our digital development agency. You will work proactively and closely with stakeholder partners to develop a content plan, including a blogging strategy, for the new Salisbury website.

You will develop a set of draft editorial guidelines for the site, reflecting the goal of ensuring that all content is truly inspiring and aligned with the interests and motivations of our identified market segments, whilst furthering the strategic objectives for the site.

You'll ensure the content as a whole establishes a strong sense of place for the city, breathing life into communications in line with our new brand positioning. See our [Brand Guide](#) for information on the brand and our communication guidelines.

CONTENT CREATION

You will create inspirational, experiential, visitor-inspired, and search engine optimised content for publication on the Salisbury website in time for launch.

You'll manage the entire content creation process from concept - to draft - to revisions - to delivery of final product to the highest standards of accuracy and editorial excellence.

You will craft journalistic-style articles with insider information that adds real value to our identified audiences and reflects Salisbury's brand positioning.

You will build and publish pages on the website using the Content Management System (Umbraco).

You may also be required to work with Salisbury BID's Marketing Manager to support the commission of new assets including photography and videography for the new website.

REQUIREMENTS

Essential:

- Significant experience in writing engaging journalistic-style content which tells a story.
- Understanding of creating content targeted to specific audience segments.
- Strong understanding of Search Engine Optimisation.
- Significant project management experience, able to deliver on time and within budget.
- Ability to effectively engage with and create effective relationships with stakeholders.
- Excellent communication and creative writing skills – oral and written.
- Sound negotiation and interpersonal skills.
- A strongly creative and innovative approach.
- You'll need to know the city well and have a passion for unearthing the stories that make Salisbury unique.

Desirable:

- Have experience of working with Umbraco or a similar Content Management System.

SUBMISSION

Please submit expressions of interest to Kara Rogers (kara@salisburybid.co.uk) by close of play on Friday 9th October 2020.

Please include in your expression of interest:

- Relevant experience
- Examples of work of relevance to the new Salisbury website
- Two references
- Daily rate
- List of blogs and features ideas

Shortlisted listed applications will be invited to submit a 400 – 600 word article on one of the following topics:

- Christmas Shopping in Salisbury
- Eating and Drinking in Salisbury
- 48 hours in Salisbury