



Opportunity: Social Media promotion of Visit Exmoor

Exmoor is one of the strongest brands in the South West punching well above its weight, ranking just after Cornwall, Devon and Dorset in terms of both interest and awareness. To further build on this we're seeking some short-term support with our social media work to:

- Generate positive perceptions of the area and to increase awareness of Greater Exmoor (Exmoor National Park, West Somerset & Quantock Hills AONB) as a leading destination for year-round coastal, countryside, heritage and adventure activities.
- To build on recent successes to grow the economic impact of staying visitors, focusing on attracting new audiences in the shoulder seasons.
- Attract new followers and increase engagement.
- Drive new visitors to our website and ultimately to Exmoor.

There is a total budget of £4,000 (inclusive of VAT if applicable and all expenses) for the right person to help us achieve our targets by the end of March. In addition, there is up to £1,000 available for boosting and promoting tweets.

An agreed set of targets will be confirmed at the beginning of the contract and will include:

A substantial increase in Visit Exmoor Twitter followers

A substantial increase in reach & engagement from Facebook followers

A substantial increase in the proportion of referrals from social media to www.visit-exmoor.co.uk

Support for Visit Exmoor in attracting and retaining business members, sharing Exmoor members stories and images.

What you'll do:

- Post daily on our core social media channels (Prioritising Facebook then Twitter and exploring other opportunities such as Instagram). Posts to provide a balanced mix of:
 - Inspirational images
 - Engaging Videos
 - Calls to action e.g. Referrals to our website and / or blog
 - Promotion of our Members (via the VE site)
- Contribute to priority campaigns and reach key target audiences
- Contribute at least 2 blogs a month in agreement with the Development and Marketing Manager
- Engage with our followers and key audiences by sharing and responding to their content appropriately
- Utilise Hootsuite (or similar) to strategically schedule content
- Work with Visit Exmoor to enhance our digital presence locally to raise our profile and attract new members to support our work into the future

- Develop an exit strategy to ensure the fruits of your efforts can be best utilised by Visit Exmoor once the contract is completed.
- Provide monthly reports on progress and achievements, identifying solutions to any challenges encountered
- You will have access to the digital resources of Visit Exmoor (and where applicable partner organisations) such as existing images and video footage in addition to collating new material.

Who we're looking for:

- A motivated individual (or committed account manager in an agency) with a passion for Exmoor
- Proven experience of managing and analysing social media – particularly in terms of tourism promotion
- A strong knowledge of the tourism offer of Greater Exmoor (including the National Park, West Somerset Coast & Quantock Hills) and an opportunity to immerse yourself in the sector for the duration of this contract
- Someone who has regular access to get out and about within the Exmoor area to generate new and time specific content such as images and video clips
- Someone happy to work under their own initiative within an agreed strategy, reporting to, and working with, the Visit Exmoor Development & Marketing Manager

Interested?

Send us a proposal of no more than 4 sides of A4 to demonstrate how you are the perfect candidate for this contract. Please detail your relevant skills and experience, the time you would commit within our budget and your ideas for achieving our goals. Please also let us know if you are currently engaged in any activity that could be deemed a commercial conflict of interest.

The budget for this work is £4,000 to include VAT if applicable, all travel expenses and use of your own equipment. A further £1,000 is available for paid postings to be authorised by the Development & Marketing Manager – your bid can however include your ideas on how you may best utilise this. Bids will be assessed on a combination of cost / value for money (e.g. the time input committed to the project), creativity and demonstrable relevant & successful past experience.

If you would like to be considered email your proposal to: Marketing@visit-exmoor.co.uk by midday 13 September 2017. We would look to assess applications (holding interviews if necessary) to make an appointment by mid-September with the role starting from 1 October at the latest.

If you have any queries please contact Jennette Baxter (Visit Exmoor Development & Marketing Manager) on 07956 829633 or using the email above.