FREELANCE MARKETING AND COMMUNICATIONS CO-ORDINATOR

We are looking for a freelance marketing and communications co-ordinator to help deliver the key elements of the High Peak and Hope Valley Community Rail Partnership's (HPHVCRP) and the Derwent Valley Line Community Rail Partnership's (DVLCRP) communications, campaigns and marketing plans.

The HPHVCRP comprises 18 Derbyshire stations on the three railway lines from Manchester Piccadilly to Buxton, Glossop and across the Hope Valley to Sheffield. The full-time Community Rail Officer role is shared by two part-time officers.

The DVLCRP line runs from Matlock to Derby and Nottingham. The CRP Officer works 4 days - Monday to Thursday.

There are Friends of Station volunteers at each station along the lines. Friends of Station volunteer groups from local communities care for station presentation and engage their local communities in rail travel.

The aim of the Community Rail Partnerships is to engage communities with their local stations and rail travel, promote social inclusion and increase rail travel confidence, work with train operators to bring about improvements, promote sustainable travel and bring stations to life, making journeys by rail more attractive.

The partnerships are accredited with the Department for Transport, supported by the Community Rail Network and funded by local government bodies and train operators, who comprise each of the two Partnership Management Committees.

We are looking for a passionate and committed individual to work alongside us to deliver our partnerships' communications, campaigns and marketing plans.

You'll have a particular focus on the website and social media channels plus event promotion and administration.

The ideal candidate will:

- have effective writing skills to influence and appeal to a diverse audience
- have previous experience of working in a similar role;
- know about marketing and communications techniques, particularly digital and social media;
- have a high level of accuracy and attention to detail;
- be able to engage effectively with volunteers and local businesses;
- be highly efficient with strong organisational, communication, interpersonal and IT skills;
- have an understanding of sustainable transport and community rail;
- Know the Peak District and Derbyshire areas covered by the partnerships and be able to access them on a regular basis.

Contract and fees

This is a self-employed part-time (18.5 hours per week) contract that can be delivered over two days per week or spread over more depending on your work plan. The split for each Partnership will equate to one and a half days per week for the HPHVCRP and a half day per week for the DVLCRP.

The 2-year fixed-term contract will cover 48 weeks' paid work per year for two years.

The fee for this work is up to £19,200. Additional travel costs will be paid.

As this is a self-employed contract you will need to have proof of professional indemnity and public liability insurance. You will be responsible for paying your own Income Tax and National Insurance contributions.

The contract will be managed by the CRPs.

Payment will be made in arrears via invoices submitted at an agreed schedule e.g. monthly

Location

You will need to be able to work from home using your own equipment and be flexible to visit stations in the partnership areas, support events and join us for meetings when needed.

There will also be occasional attendance at events and other venues by arrangement as well as occasional evening and weekend working with travel to various locations throughout the county.

Main Responsibilities:

To assist with the delivery of key elements of HPHVCRP and DVLCRP communications, campaigns and marketing portfolio – with a particular focus on both CRPs' websites and social media channels.

To provide support to the Derbyshire CRP officers by ensuring that our digital content is up to date and that we respond to queries and comments promptly.

To produce copy for the websites, blogs, news releases and social media channels and load/post content.

To analyse and report on digital audiences, reach and engagement.

To update our website using WordPress for both (HPHV) and (DVL). These may be different versions of WordPress as the websites have been developed by different companies.

To design marketing material using Canva professional

Keep up to date and engaged with the work of the volunteer Friends of Stations groups

To support promotional campaigns

To collate and format the HPHV quarterly newsletter.

Lead on small design projects with freelance designers and with our overview/support, such as 'walks from stations' leaflets and/or panels.

To ensure that all materials include the consistent application of our brand identities and visual styles.

To use your judgement to post and respond to social media communications and manage the webmail inbox.

Attend events, conferences, networking days and Community Rail Network training/webinars as required.

To keep up to date with current developments with internet/social media activity across both Community Rail Partnerships, the Community Rail Network and the rail industry.

Experience:

- IT packages including Microsoft Office, WordPress & Web administration, plus design work using Canva professional
- Using good quality photography and video to communicate effectively
- Dealing with and processing of information using both electronic and paper-based systems.
- Databases and publishing suites.
- Building and reviewing social media content
- Producing literature and marketing/ promotional materials
- Proof reading
- Working in a marketing role
- Administration and research

Knowledge & Skills:

- Marketing and communications techniques, including digital and social media
- Able to deliver high levels of customer care.
- Excellent written and oral communication skills
- Excellent interpersonal skills, able to deal with a wide variety of people, professionally and sensitively.
- Strong organisational skills with the ability to prioritise workloads.
- IT skills including Microsoft Office Suite (Word/Excel/Powerpoint)
- Other IT skills including publishing suites, email and internet including e-newsletter administration.
- A high level of accuracy and attention to detail.
- Ability to follow procedures as well as willingness to suggest changes for improvement

Personal Qualities:

- Able to use own initiative as well as to work as part of a team
- High level of self-motivation and self-discipline
- A creative and imaginative approach to a varied job
- Flexible and positive outlook
- Commitment to equal opportunities
- Confident to meet volunteers and build positive working relationships

Your submission

Please submit your quote and proposal, detailing how your experience, knowledge, skills and personal qualities fit the above criteria. Please also attach a current CV.

We will assess proposals against the above criteria and shortlist suitable candidates for an interview.

Submit your quote and proposal by email by midnight on Friday 20th February to Catherine, Helen and Dave:

Catherine.croney@derbyshire.gov.uk

Helen.wright4@derbyshire.gov.uk

David.Clasby@derbyshire.gov.uk

Interviews will be held on Tuesday 10th March at County Hall, Matlock.

Further details

If you would like further information about the role, please contact us on the email addresses above.