



## North Carrick Events 2023

### Role Descriptor – Marketing and Social Media Support for North Carrick in 2023

**Location:** South Ayrshire (Easy Access to Maybole and North Carrick may be required)

**Hours:** Feb 2023 – July 2023

North Carrick Community Benefit Company are pushing forward with a series of exciting capital and revenue projects in the area, following on from our huge [Foundations for Recovery](#) project in 2022. A major theme is around celebrating 2024 as the 750<sup>th</sup> anniversary of the birth of Robert the Bruce in North Carrick.

**Purpose of the Role:** Main Purpose To increase the event's presence which involves:

- Raising awareness of events in South Ayrshire and beyond
- Promoting our volunteer opportunities

#### Main Responsibilities and Role:

- Create a new logo and graphics for a medium-scale Robert the Bruce themed event in July 2023, take photographs where required
- Create social media plan (Facebook, twitter, Instagram, print)
- Send event information to local papers, obtain quotes for paid promotion in national papers
- Schedule regular posts promoting our event across all platforms, including some post event posts
- Respond to comments and mentions promptly
- Grow our social media networks by connecting with and promoting relevant organisations, projects, and events
- Respond to or pass on enquiries received via social media
- Provide basic analysis of 'reach' for event evaluation

#### We are looking for:

- Degree level qualification or equivalent or experience in a relevant discipline - a solid background in event marketing and/or management, and knowledge of tourism, events, and culture in the area
- Enthusiasm, passion, and knowledge within tourism, events, and culture – and ability to communicate this across various channels
- Organisation and time management
- Attention to detail and good communication skills
- Experience of budget management – package should include a run of posters and leaflets and boosted social media posts
- Ability to attend and contribute to meetings

This post is a part-time fixed-term contract funded jointly by North Carrick Community Benefit Company, Maybole Regeneration Project, and South Ayrshire Council. It is offered on a self-employed basis from February to August 2023. The fee will be £2500 which may be worked flexibly over the duration of the contract, with agreement from NCCBC.

If you are interested in this role, please email [claire@nccbc.org.uk](mailto:claire@nccbc.org.uk) with your CV and a brief description of who you are, your experience, why you would like to get involved, how you would fulfil this role. Please get in touch with any questions or queries.