Role Description for the WOW Co-ordinator

Promotional Activities

- Maintain and develop the website **GoWirksworth.com**
- Develop the **Destination Wirksworth** brand and promote Wirksworth.
- Develop the website and social media (Destination Wirksworth and @DestWirks) in collaboration with NOW and by developing relationships within town with groups, traders and industry.
- Maintain a calendar and list of town events, with an emphasis on activities that will attract visitors to the town.
- Work with NOW, its voluntary supporters and groups in the town to ensure that the site contains relevant and interesting pages.
- Maintain the social media aspects of Destination Wirksworth by ensuring that the Facebook page and, by extension, the Twitter account are in synchronisation with the main site although social media-only content is relevant and should be encouraged.
- Report regularly to and attend NOW's digital sub group, WOW (Wirksworth on the Web)

Commercial Activities

The role will be largely self-financing. This should be achieved by obtaining subscriptions from participating businesses while maintaining a strong awareness of funding sources from grant-giving bodies.

The Coordinator should be commercially aware. It is recommended that a funding model is developed that obtains as much revenue as possible on a subscription basis so as to ensure continuation of funding while offering services that are attractive to commercial organisations.

The coordinator will be responsible for invoicing and collection of monies owed.

Communication Skills

The coordinator's role will be a front-and-centre role as much as a back office role. The coordinator will serve as an advocate for the town of Wirksworth and be proactive in establishing relationships with opinion-formers including making presentations as and when required. It is anticipated that this aspect of the role will be part and parcel of the commercial part of the role.

Person Specification

The site and social media require the support of an individual who is relatively tech-savvy but of equal significance is a good networker, imaginative and is dedicated to promoting Wirksworth and building the **Destination Wirksworth** brand as well as developing **GoWirksworth.com** and where appropriate Wirksworth's web presence.

Ideally they will have -

1. An understanding of networking in a rural community
2. A good knowledge of Wirksworth, its many groups and organisations
3. Excellent communication and negotiating skills
4. A commercial and business- like approach
5. Understanding and experience of promotion and marketing
6. A high level of IT literacy
7. A good understanding of the possibilities of developing and maintaining websites.
8. A track record of developing and maintaining websites.
9. A good working knowledge of social media. Twitter, Instagram etc
10. A track record of maintaining a professional social media presence over a period of time
11. A willingness to respond swiftly to ensure all accounts up to date.
12. Basic book keeping skills.
13. Administration and organising skills
14. Ability to work in a team

Renumeration

The contract is offered on a self employed basis. It will initially be for 6 months at which point it will be reviewed and if appropriate extended.

A monthly retainer of £100 per month will be paid with other income derived from a proportion of the subscription revenue received. This proportion to be agreed in advance NOW.

The co-ordinator will work from their own home or workspace and will be expected to have the necessary IT equipment.