



<b>Job Title:</b>	<b>Destination Tweed Communications and Digital Content Officer</b>
<b>Reporting to:</b>	Destination Tweed Project Director
<b>Staff Management:</b>	None
<b>Status:</b>	Full time fixed term (to June 2027) with possible extension.
<b>Salary:</b>	Grade 4 - between £33,846 and £39,850 pa –depending on experience (+10% pension contribution)
<b>Location:</b>	Old Melrose Dairy Steading, Melrose, Scottish Borders TD6 9DF based with flexible working options available.

## 1. THE ROLE

This is an exciting opportunity to lead the development and delivery of a digital output strategy for Destination Tweed, a major investment and ambitious five-year legacy project built around the idea of the River Tweed Trail and associated environmental improvement and engagement projects.

## 2. BACKGROUND

### 2.1 Tweed Forum

Tweed Forum is an umbrella organisation consisting of all the statutory and voluntary bodies with an interest in the Tweed Catchment and its management. Its aim is to 'promote the wise and sustainable use of the Tweed through integrated and holistic management and planning'. It has built up a reputation of working with land managers and agencies to achieve practical action on the ground that delivers multiple benefits on various strategic fronts.

The remit of Tweed Forum is extremely wide ranging with a focus on habitat restoration (rivers, wetlands, woodland and peatland) but also includes climate change adaptation, education and tourism. [The Tweed Catchment Plan \(CMP\)](#) provides the strategic framework for the work of the Forum. We are in the early delivery stages of the Destination Tweed project, a unique source- to-sea restoration and revitalisation project.

### 2.2 Destination Tweed

Destination Tweed is an ambitious five-year legacy project built around the idea of the River Tweed Trail, a new long-distance source to sea path which roughly follows the River Tweed from its source high on the hills above Moffat, to where it flows into the North Sea at Berwick-upon-Tweed, with a link at the southern end to the Annandale Way. The project comprises a collection of thirteen projects that will deliver benefit for the environment, community and economy and is built upon a partnership approach to project delivery. The project vision is that:

*Destination Tweed will celebrate and share the nature, history and stories of the River Tweed, one of the UK's most highly designated and inspirational river corridors. A five-year, partnership-led investment beginning in 2022 will deliver a source to sea trail, which respects its special status and connects communities and attractions with sensitive, impactful and innovative interpretation. The landscape and river habitats will be enhanced and better understood, new and existing audiences will be meaningfully and actively engaged, and we will create opportunities to celebrate, care for, enjoy and promote the river sustainably whilst achieving health, wellbeing and economic development ambitions.*

Whether walked or cycled in short segments or as a long distance challenge, the River Tweed Trail will offer a 115 mile spectacular, memorable and meaningful journey, connecting communities, wildlife, attractions and stories along the Tweed Valley. Coupled with a new distinctive logo, signage and promotional materials branding and innovative physical and digital interpretation, the project will ensure the Trail is recognised amongst the great long-distance routes in the UK.

Our natural heritage conservation projects include woodland and pollinator habitat creation, river restoration, the control of invasive non-native species and the restoration of designed landscapes. We will also construct bunkhouse accommodation and deliver an ambitious education, community and archaeology project, as well as a varied cultural programme that will include an exciting programme of events, learning, skills development, employment and training opportunities.

Destination Tweed will make the River Tweed and surrounding area a tourist destination of choice. It will attract a year-round and growing audience with a focus on accessing and promoting the area's rich heritage. It will work with landowners, communities and visitor attractions to connect the Scottish Borders, Northumberland and Dumfries and Galloway in creating a strong brand and identity. It will reinvigorate local economies, help satisfy the increased demand for outdoor recreation and be an exemplar for responsible, low carbon tourism.

Destination Tweed is being supported by over 30 funders. This includes major awards from the Borderlands Inclusive Growth Deal (Scottish Government), South of Scotland Enterprise, the National Lottery Heritage Fund (NLHF), Sustrans, Northumberland County Council, EU Life, the Fallago Environment Fund and a range of Trusts and Foundations.

The total value of the overall investment to Destination Tweed over a period of 5 years will be in excess of £24.7m.

The project vision statement is appended along with a summary table of the Destination Tweed projects. For more information on the work of Tweed Forum, please go to [www.tweedforum.org](http://www.tweedforum.org)

### **3. JOB DESCRIPTION AND RESPONSIBILITIES**

#### **3.1 Introduction**

Tweed Forum is now looking to appoint a skilled and experienced digital content professional to lead the development and delivery of the digital output strategy with associated communications work. The postholder will be required to achieve outcomes and produce outputs across two linked but distinct components and work streams:

1. Destination Tweed - defined as the project, to include 13 subprojects in total, all components, outcomes, outputs for a range of audiences including project partners, communities, volunteers, stakeholders and funders, lasting for a time limited period defined by the project funding.

2. The River Tweed Trail - the visitor attraction with a focus on economic development and a tourism asset for communities and visitors. By working with strategic partners an authentic brand identity will be established, along with the information needed to plan a visit that acts as the shop front for an engaging experience. This resource should not be time limited and remain in perpetuity as an up-to-date engagement resource.

Digital Content - Within Destination Tweed (DT) the digital offer is a key component of the project outputs. The postholder will work with the DT team, DT project leads, partners, strategic stakeholders and consultants to develop the online presence and assets for both Destination Tweed and the River Tweed Trail. We want to produce high quality, informative and engaging content that works across relevant digital platforms and contributes to the branding and placemaking aspirations of the project area. Branding for both Destination Tweed and the River Tweed Trail has already been developed but its usage can be explored further.

Communications - Linked to the production of digital content is how this will be shared. Project staff are in post and events and activities are taking place, however the sharing of these opportunities and their successes may not be being maximised. There will be large amounts of information to share from all of the projects. A PR Agency has been employed that is tasked with creating and delivering a communications strategy and this post will contribute to the implementation of that strategy, likely through a focus on social media and direct contact.

An outline Digital Manifesto has been developed that considers the strategic environment that this role will be working in. The postholder will have an opportunity to develop this further and take it through implementation to completion.

### 3.2 Person Specification

The successful candidate will be able to demonstrate that they are experienced at delivering digital strategies, brand development and engaging content at a project or organisational level, that they are exceptionally self-motivated and are passionate about tourism, economic development, heritage, community and the environment. We want to develop content that will engage a local, regional, national and international audience. You will be an excellent communicator, with a creative flair and a keen eye for detail. A knowledge of the Tweed Catchment may be advantageous.

### 3.3 Key duties and responsibilities will include:

The postholder will have the autonomy to respond to the level of project development that has been undertaken to this point and design their own work plan going forward including the further development of the Digital Manifesto. The suggested focus and responsibilities are likely to include but not be limited to:

- Creative input for website development for the Destination Tweed project, noting the current context of Tweed Forum web presence (technical response and solution can be outsourced).
- Creative input for the online presence of the River Tweed Trail, working with partners and stakeholders for the collation and/or creation of content to complement physical interpretation.
- Management of digital communications including day to day communications, events and raising awareness and the profile of the project as a whole, whilst acknowledging funders.
- Stakeholder engagement and communications
- Developing a strategy for our social media, as part of a wider digital communications strategy, and once established produce regular content across multiple channels and organisations.

- Produce and manage other digital communications (to be defined) creating the vision and collating content.
- Working in partnership with the Interpretation Team to contribute to the further research and opportunities available for story telling, contributing to further research that enhances the user experience.
- Liaising across Destination Tweed projects and coordinating shared and/or separate messaging along with quality control of digital communications.
- Reviewing and refining the project house style, slide deck etc.
- Compiling an inventory of Tweed Forum/Destination Tweed digital assets – photos, film etc, reviewing what is already available and commissioning new assets as required.
- Producing guidelines for consistency of photographic project records.
- Developing a contacts database of digital creators/curators including links to local organisations, ecomuseums etc.
- Inputting to new opportunities throughout project delivery.
- Working with partners to actively pursue links with relevant travel and tourism businesses/outlets/media to promote the project and more specifically the River Tweed Trail.
- Record keeping as part of the Monitoring and Evaluation requirements of the project.

#### 3.4 Qualifications, Skills & Experience

- Proven experience in developing and delivering projects, campaigns, digital content and high impact communications
- Good project management tools and skills and an ability to plan, budget and work to deadlines
- Excellent communication skills and strong IT and social media skills with an ability to adapt to different audiences, channels and purposes
- An ability to work on own initiative and as part of a team
- Experience of partnership working
- Ability to think creatively, across the full marketing mix
- A first-class creative approach and appreciation of outstanding communications techniques, both internal and external
- Awareness of different media channels/audiences of relevance to this project and experience of media liaison
- Experience in a digital communications or marketing role supporting the development and implementation of a marketing and communications plan
- Good technical knowledge to deliver online communications content, including website, print, video, audio and social media
- Demonstrable ability of using different creative packages and tools (InDesign, Mailchimp etc)
- Experience of managing budgets
- Understanding of legislation related to GDPR, data protection, licenses etc
- Genuine enthusiasm and passion for tourism, economic development, branding and an interest in the natural environment.

**Interested candidates should submit a CV and covering letter (no more than 6 sides of A4 in total), outlining why feel they are suitable for the job, by 12noon on Monday 4 September 2023 to [info@tweedforum.org](mailto:info@tweedforum.org)**

**Interviews to be held on Thursday 14 September, preferably in person, at Tweed Forum offices, Old Melrose TD6 9DF**