



**SCOTTISH  
ISLANDS  
PASSPORT**

*More people to more of Scotland's islands for more of the year.*

## **Freelance Opportunity: Marketing Expert**

### **Do you love Scotland's islands as much as we do?**

The Scottish Islands Passport (SIP) project is seeking a freelance marketing expert with detailed knowledge of the Scottish islands to design and implement a marketing strategy for our app and paper-based publications.

Despite the global pandemic we have been working from our home on the Isle of Jura to develop resources which cover 73 of Scotland's islands. The full launch date for these resources is dependent on progress tackling covid-19 in the UK, and on feedback from islanders.

We have been working with islanders from Unst to Arran to collect information about their island homes and gather some amazing photography to showcase our fabulous islands. The user testing version of our app was launched for Shetland in September 2020 and we are currently developing a series of paper-based publications to complement this.

We are now seeking a marketing expert to create a promotional strategy for the brand and its products with enough flexibility to allow us to adapt the ever-changing circumstances we are currently operating under.

### **Your role**

You will use your own expertise, along with the research and advice collected by the project so far, to:

- develop our outline audience profiles to identify and evaluate a range of potential marketing options;
- map and evaluate potential physical engagement points (transport hubs, tourism hubs, etc) and identify the options for / costs of promoting to audiences in these locations;
- identify and evaluate opportunities for / cost of digital promotion and paid advertising using existing and new channels;
- identify indirect promotional opportunities (e.g. the use of online games such as Seterra geography) to engage with potential audiences;
- identify and recommend PR and media opportunities to promote the brand;
- make recommendations for key marketing messaging based on our tone of voice guidelines;
- create a flexible marketing plan including details of anticipated spend and scheduling options.

### **Expertise**

The successful candidate will be able to show:

- extensive experience in tourism marketing;
- in-depth knowledge of the Scottish islands, particularly of smaller islands;
- experience of working on community-centred tourism initiatives;
- experience of creating strategic marketing plans for national campaigns across print and digital resources;
- experience of working with 'tone of voice' brand guidelines;
- the ability to identify and / or create innovative marketing opportunities;
- evidence of strategic involvement in the development of tourism resources.



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It should be noted that the voices of contemporary islanders are key to the integrity and success of this project and we are therefore seeking someone who understands the need to keep this at the core of our work.

## **Time commitment / working arrangements**

Based on experience from other projects we have allocated 80 hours for this work which can be worked on a flexible basis. Work must be completed by 31<sup>st</sup> December 2020.

The contractor will be engaged on a freelance basis and be responsible for all costs relating to this work including, but not necessarily limited to, payment of taxes and NI, equipment costs, licences and insurance. It will be the contractor's responsibility to ensure that they are working in a safe and legal manner and that they are covered by all relevant insurances including professional indemnity insurance.

## **Payment**

Payment will be made on submission of invoice, with a maximum of one invoice per month. All invoices must be submitted by 31<sup>st</sup> December 2020 due to strict funding guidelines.

## **Submit your interest**

Anyone interested in this role should submit the following to [passport@hitrans.org.uk](mailto:passport@hitrans.org.uk) no later than noon on Monday 26<sup>th</sup> October:

- a CV clearly outlining your relevant experience;
- a covering letter indicating why you are interested in this role;
- details of availability and hourly rate.

Selection will be based on experience, evidence of an understanding of the project, and cost. We intend to select a freelancer to undertake this work no later than Friday 30<sup>th</sup> October.

## **Additional notes**

Parties interested in this role may also be interested in the Tourism Consultant brief listed on our website. You may submit a combined application for both roles and clearly state that it is a combined application in your covering letter.



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