

# ctconsults.

Job Description

## Digital Executive

Closing date: Monday 19 April 2021, 5pm

# Job Description: CTConsults – Digital Executive

## Overview

CTConsults works across culture, heritage and tourism — and has a number of new projects in the pipeline which are both exciting and challenging.

In addition to providing strategic consultancy, we also create and deliver digital projects. These build on more than 12 years' experience with our own successful consumer website (creativetourist.com) and on our destination management platform (culturehosts.co.uk) — which is powering visitor information and insights applications around the UK. We are not software developers, but we work with designers, developers, content creators and other specialists to help our clients to achieve their goals through transformation projects — which often have the application of digital technologies as a central feature.

We have an opportunity for someone to join our team and support the delivery of our wide-ranging digital projects, with a particular focus on an exciting and nationally-significant new project which is about to commence.

You will be genuinely interested in a 'digital' career, ideally in culture and/or travel and tourism, and have relevant experience/qualifications. You will recognise that you need to build your skills, be willing to learn, take instruction, but also have the confidence to have a go, and run with what you learn.

We can supply plenty of opportunity to develop experience, skills, and confidence. We offer an environment which suits more independent self-starters — people who are willing to get stuck in and learn by doing, and in a team where everyone plays a valuable part.

**Contract Type:** Initially until September 2022

**Salary dependent on experience:** Range £22,000-£27,000 pa

## Job Description:

You will work in a small team working to deliver digital projects for our clients to specification, on time, and on budget. Each of our digital projects is different, but might involve coordinating and supporting the work of specialists to deliver a website; gather and analyse digital performance data; integrate and optimise digital platforms, tools or services; and maintain quality listings data.

You will deliver a variety of tasks to support the above — and you will also look after the data quality and performance of our own digital tools and platforms including creativetourist.com and CultureHosts listings platform.

## Typical activities will include:

- Coordinating projects by acting as a reliable point of contact between our clients and our suppliers, gathering, creating and passing on essential digital requirements (such as specifications, wireframes, datasets).

- Providing hands-on technical support to our clients and their partners as they activate and onboard our digital platforms and products — and helping them get the most out of them (such as supporting Google Analytics access, tracking code implementation).
- Supporting detailed desk-based audits of our clients' existing digital assets, skills and datasets, to help us map strengths, weaknesses and make recommendations for investment.
- Providing hands-on support to help clients implement recommendations — such as supporting them and their developers to connect to CultureHosts, integrate APIs, Google Analytics tracking, or online booking systems.
- Taking responsibility for basic processing, cleansing and analysis of data being held on our platforms and in use by us and our clients using Laravel, PowerBI, Wordpress and others.
- Supporting the ongoing development, monitoring and quality of our in-house digital tools and platforms, in partnership with our design and development suppliers and partners.

### **Person Specification:**

You will see from the above that this is a varied, hands-on, support role — and you will be required to switch between detailed desk-based research work such as handling and processing data to confidently supporting and servicing clients in an instant.

#### Personal skills required:

- Good communication skills — written and verbal with ability to explain technical/digital requirements to clients who are often inexperienced in digital projects
- Capable of working independently, but committed to the team effort
- Excellent organisational skills and ability to multitask and prioritise
- Problem solving, solutions focussed
- A can-do attitude and determination to get things done, whilst staying focussed on the goals
- Whilst there is support in place, you need to be robust, willing to have a go, learn from mistakes, take ownership for what you do

You will also need to demonstrate, through your areas of study or work, that you have the following technical skills and competencies:

- Be digitally literate and confident, with a knowledge of and interest in digital trends
- Understanding the benefits of technical options and solutions, and be able to support integrations in a practical way
- Good levels of numeracy and happy handling large amounts of data, information and content in various formats
- Show attention to detail, method, quality
- Respect for online safety, legal and compliance protocols
- Quick to learn and use software programmes and databases
- You will be educated to degree level in a digital — or research-based subject — or have earned the vocational equivalent via recognised digital courses and modern apprenticeships. You will have some experience working as part of a digital team — ideally with 1-3 years' experience in a role that involved digital marketing campaigns (e.g. search engine marketing), email marketing, analytics, or supporting web development projects, but a strong graduate starter would be considered. You will also be familiar with: Excel / Google Spreadsheets to a moderate level; Content Management Systems such as WordPress; Google Analytics.

**Location:**

We are based in Manchester, with an office in the Northern Quarter, but we work all over. We are currently working remotely but envisage a blended approach going forwards. We will expect you to be flexible — willing to combine office working, home working and attending client meetings where necessary in the UK and beyond.

**Training:**

We cannot offer the sort of highly structured staff training programme and progression opportunities that bigger consultancies provide. Instead, we offer a creative environment which suits more independent self-starters, willing to get stuck in and learn by doing, and where everyone plays a valuable part and can see the impact of their work.

**What next?**

We anticipate a high level of interest in this role and so we advise you read the job description and person specification carefully to make sure you meet the requirements. Also take a look at our websites to get a sense of what we do, our size, scale and ethos — this will help you sense whether we are right for you.

Remember we are not software developers — and please note that this role is not about creating digital content or running campaigns.

**Closing date: Monday 19 April 2021, 5pm**

If you are interested in applying, please complete the application form and submit it by 19 April. We will be creating a shortlist and interviews will involve a short task to be prepared in advance.

**No agencies please.**

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