

ctconsults.



Application Pack – Digital Consultant

Closing date: Monday 31 May, 12 noon

CTConsults is expanding its Digital Transformation Team

Application Pack – Digital Consultant

Salary

£30–35k pa

We are very willing to go to the top of the range for the right mix of skill, experience and aptitude

Contract Type

Full-time, permanent

Introduction

CTConsults is an industry-leading agency, bringing innovation thinking to the worlds of destination marketing and cultural tourism.

We drive digital transformation in the cultural and tourism sectors by bringing together the capabilities needed to help destinations and partnerships be more visible, grow and thrive. We help clients harness the power of data, capitalise on technology to support their business objectives, create high performing customer journeys and experiences, and develop digital skills and digitally minded organisation cultures.

We do this through working on projects – typically with destinations and their local or regional partners, rather than with individual organisations and businesses. With a number of significant project wins in 2021, we are now realising our ambition to build a unique cultural-tourism digital transformation team, and to do it quickly.

You will find yourself working on a range of high-profile digital transformation projects, such as:

- A multi-million Euro, three- to seven-year strategic development programme with a European national tourism organisation. This project aims to take some 2,500 tourism service providers (e.g.: attractions, tours & activities, accommodation) on a digital transformation journey towards improved online bookability, omni-channel distribution and digital marketing and analytics capabilities.
- A major international sporting event where we are working with the host UK region to put in place marketing infrastructure and practices that will overhaul the way in which they and their cultural partners market themselves as a leisure tourism destination.
- Ongoing projects in Greater Manchester, Leeds, Wakefield and Southend-on-Sea, amongst others, that are aimed at improving access by visitors and communities to information about local attractions, events and businesses – by developing visitor information platforms, implementing centrally-managed listings and sharing information via API with websites and other applications.

If you are interested in the worlds of culture, destination-marketing, travel and tourism, we believe we can offer really exciting new opportunities, where you will be stretched, stimulated and rewarded, knowing that you are making a real difference to sector recovery and sustainability.

Core Purpose and Role

As Digital Consultant you will help us evolve our digital transformation models, platforms and projects – and champion them with new and existing culture and tourism clients/destinations.

Much of the work will be project focussed, and so the activities that our Digital Consultant will undertake will never be entirely fixed as we never quite know what is round the next corner. You will need to be able to turn your hand confidently to a wide range of digital issues and activities and the following activities therefore are illustrative –

You will work with our Digital Director to:

- Develop digital transformation strategies and roadmaps which are bespoke to our clients' needs
- Collate and analyse digital analytics data to develop digital maturity assessment tools and monitor progress
- Run transformation programmes and deliver phased activities – such as integrating systems and channels; integrating analytics; optimising digital marketing and so on
- Communicate the benefits of digital transformation to partners, verbally as well as written/visual
- Run diagnostic calls, surgeries or training events
- Produce toolkits, guides and manuals
- Support the development and activation of digital platforms and applications like websites – maybe defining specifications, drafting wireframes
- Contribute to the development of pitches for new work
- Write and present case studies about our work for networking events and publications

Person Specification

We are looking for someone to take a next career step and join our consultancy team to work on some genuinely interesting and career-making projects. We offer variety, responsibility, and really nice clients – and we will give you every opportunity to grow and develop.

- You will have a good 5 years working in digital already under your belt but you will be ready, capable and keen to move into a more strategic, digital consultancy role if not already doing so
- You will be knowledgeable, experienced and passionate about digital and its power to transform business
- We don't expect you to be an expert in everything – but you will have the wherewithal to learn and find things out for yourself
- You will have the confidence to work directly with clients, applying and sharing your knowledge of digital disciplines and committed to meeting their deadlines and needs
- You will be a good communicator, able to communicate clearly and persuasively, helping clients understand and do things which they are unfamiliar with and may lack confidence in
- Whilst we will provide senior management guidance, support and co-working, you will need to be a self-starter and independent worker
- You will be thorough with high levels of attention to detail and driven by a desire to do a great job
- We imagine you will be educated to degree level, although this is not essential as your experience will count more. You will have gained professional digital qualifications and accreditations however through your work.
- You should show genuine interest in applying your talents to the cultural and tourism sectors

Details and how to apply

To apply, please send a full CV and your own covering letter telling us why you are the person for us.

Please email to pam@ctconsults.com, with 'Digital Consultant Application' in the subject line. No later than Monday 31 May, 12 noon.

Salary

£30-35k pa

We are very willing to go to the top of the range for the right mix of skill, experience and aptitude

Contract Type

Full-time, permanent

Holidays

23 days, increasing with service, plus bank holidays

Location

Manchester – currently blended home-office working, including potential travel

Working life at CTConsults

We are a small team of big thinkers – as colleagues, we work collaboratively on a wide range of projects and offer plenty of scope for people keen to get stuck in and get on. Our portfolio of work covers cultural & tourism strategies, place branding and placemaking, and digital transformation – all with strategic and implementation focus.

In addition to our strategic work we run the award-winning website www.creativetourist.com and we have developed a data platform to support partnership working in aspiring cultural destinations – www.culturehosts.co.uk.

We have built a reputation for championing and developing models and programmes to help build digital capacity and capability in our sectors, and now is a great time to join us as we apply some of this thinking with our clients.

www.ctconsults.com

Recent Clients



ctconsults.

www.ctconsults.com
www.creativetourist.com
www.culturehosts.co.uk