

# ctconsults.

Job Description

## Consultant: place

Closing date: Monday 27 September 2021, 12noon

# Job Description:

## Consultant – Place

c.30k+ (salary offer will increase for candidates with relevant experience)

Manchester based (blended home and office working)

Full Time

### Overview

CTConsults' evolution from a blog to a leading specialist place agency is a story of passion for and enjoyment of the distinctive culture and heritage of places, with applied innovation-thinking.

Over ten years, CTConsults has developed to become a highly-regarded cultural tourism, destination marketing and place branding agency – supplying innovation- thinking and strategy with a sleeves-up, hands-on mix of delivery programmes and tools to help places develop experiential tourism and place marketing.

Straddling in-destination and digital transformation, CTConsults help its clients shape and make places infused with cultural and heritage opportunity. We do this through working on projects – typically with destinations and their local or regional partners, more than with individual organisations.

With a number of significant project wins in 2021, we are now extending our unique and specialist consultancy team. The last few months have seen us recruit a new Operations Manager, and 3 to our digital transformation team – now it is the turn for expansion in our place branding and marketing team.

### Core Purpose of the role:

You will work directly with our industry-leading directors to develop and deliver client consultancy work for:

- Place brand.
- Place masterplanning.
- Cultural / heritage / tourism strategy / marketing strategy.
- Partnership development.

A glance at the case studies on our website [www.ctconsults.com](http://www.ctconsults.com) will give you a sense of scale and diversity of what we do. This isn't definitive or static. We respond to market trends around 'place', which are currently driven by policy and funding development and opportunities such as 'Levelling Up', Future High Streets, Towns Fund, Heritage Action Zones. We respond to strategic aims and policies of the Government, Arts Council England and National Lottery Heritage Fund (UK City of Culture, Great Place and other place programmes), Department for Culture, Media & Sport initiatives and general town/city regeneration and masterplanning.

## Typical Activities

With us you will learn all aspects of consultancy (activities, processes and systems), and understand the 'place' territories we work in. You will learn what we do, how we do it (and why), as well as how we work with / manage clients.

You will be

- Supporting pitches.
- Coordinating the project across its lifecycle.
- Coordinating consultations / supporting workshops / client liaison.
- Supporting surveys and field work.
- Conducting desktop Place Audits / Mapping (assets, facilities, data, reports).
- Conducting desktop Sentiment Analysis (what do others say – perception and opinion, e.g. on social media).
- Shadowing consultations and workshops.
- Supporting report writing and presentations.
- Helping with end of project wrap up / conversion into CTConsults communications and marketing materials (newsletters / press releases / case studies etc.).
- Keeping on top of best & innovative sector practice and case studies – through reading opinion pieces, joining networks, attending events.

The role will grow into leading on delivering key elements of a contract, and eventually into leading a contract and becoming a full CTConsults consultant.

## Person Specification

We see this as a career-making opportunity for someone keen to move into a consultancy role and environment. There are opportunities for rapid advancement – our aim is to develop the post-holder into a lead consultant and bring new people through, and your experience, qualifications and skills will determine where you start and how quickly you progress.

You may come from one of a number of environments – arts & culture, tourism, master-planning, marketing – even academic research or journalism (this list isn't exhaustive) – and you will have clear views and opinions about what makes a great place and why culture and heritage is a key component in the mix.

You will be as interested in the online experience as in the in-person – and have a good understanding of marketing and digital.

You will most likely hold a good degree in a relevant field – such as arts & humanities; urban geography, marketing, tourism, place-management – along with relevant workplace experience.

The types of skills and competencies that make a good consultant mean that you will be:

- Client focused and facing - you will have the confidence to work directly with clients, applying and sharing your knowledge and committed to meeting their deadlines and needs.
- You will have good emotional intelligence – a people person, good listener, curious and empathetic, capable of extracting relevant information.
- You will be research oriented – looking for facts and evidence to support your case.
- 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 be a good communicator (verbally and written), able to communicate clearly and persuasively, helping clients understand and do things which they are unfamiliar with.
- 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 to do a great job.
- We expect you will be educated to degree level, but how you apply your knowledge and your experience will count more than your specific qualification.
- You should show genuine interest in applying your talents to the cultural and tourism sectors.

### **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 and tourism strategies, place branding and placemaking, and digital transformation – all with strategic and implementation focus. [www.ctconsults.com](http://www.ctconsults.com)

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

We have built a reputation for championing and developing models and programmes to help places recover from the pandemic, respond to the climate emergency and build digital capacity and capabilities, and now is a great time to join us as we apply some of this thinking with our clients.

### **Details and How to Apply**

**Salary dependent on experience – c.30k+** depending on the mix of skill, experience and aptitude. This will rise as you start to take responsibility for project strands. NOTE – if you are already working as a consultant or executive consultant then let us know your salary expectations.

### **Holidays**

23 days (plus bank holidays), increasing with service.

**Location.** Manchester, with an office in the city-centre, currently blended home-office working with potential travel.

**What next?** Get in touch with a **full CV** and **covering letter** telling us why you are the person for us.

Please email your application to Pam McNally, Operations Manager (she/her) [pam@ctconsults.com](mailto:pam@ctconsults.com) and state 'Consultant - Place' in the subject line of your email.

### **Contract type**

Permanent.

**Closing date: Monday 27 September 2021, 12 noon.**

**No agencies please.**

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