**Supplier Brief: Media Expert Services**

**Contract period:** 6 months (starting immediately)

**Contract value:** £5,000 (plus up to £4,000 potential contribution toward interns)

**Closing date:** 12th May (midday)

**Background:**

Liskeard Arts and Media Body (LAMB) is being set up to deliver exciting and innovative media products, created for and with the local community. It will produce a regular high quality print publication and website with news stories and information about Liskeard plus a wider range of one-off pieces of media all focused on connecting and promoting the town and involving local people in the production.

**Supplier Brief:**

Suppliers will be contracted by Liskeard Town Council to oversee the delivery of various media products on behalf of the newly established Liskeard Arts and Media Body (LAMB). The contract will initially be for 6 months with the opportunity for extension and an aspiration of a long term agreement.

**Roles and Responsibilities:**

* Build on existing relationships and unique insight into Liskeard community, businesses and organisations – essential
* Provide brand guardianship and media expertise in relation to all LAMB products (website, publication, special projects) to ensure quality of content, design and copy – essential
* Responsible for refresh and on-going updates to the existing 'Your Liskeard' website – essential
* Final production of quarterly publication ready for distribution to community - first edition in summer 2017 – essential
* Recruitment and management of copy and design interns and provide minimum contribution of £3,190 to meet full cost of interns (3 days per week, for 6 month period)
* Media sales function and experience of managing media sales intern – desirable
* Facilities to host up to 3 interns at location in or around Liskeard (3 days per week, for 6 month period) – desirable
* Space to accommodate LAMB related workshops and meetings at a location in Liskeard - desirable
* Provide technical infrastructure support and expertise for development and maintenance of existing online business directory – essential
* Manage community database: expertise in data management and protection – essential
* Ensure media products are designed to capture feedback on user details and preferences – essential
* Develop and grow interest the media products, specifically website visits and publication readership – essential
* Use established networks to engage advertisers and content sponsors to generate income for LAMB – essential
* Provide regular progress updates and openly communicate with LAMB point of contact as required – essential

If you are interested in working with us please send us a single side of A4 summarising your relevant expertise and how you could meet our requirements. Please submit your response by midday on Friday 12 May to Yvette Hayward, Support Services Manager at Liskeard Town Council using office1@liskeard.gov.uk. Also use this email address to arrange to talk to us informally about either role before the deadline.