



East Cowal Heritage Outdoors (ECHO) Trail

Project: Marketing and PR

Objective 1 Develop a Marketing & PR Plan for the ECHO Trail (Historic Kilmun)

Objective 2 Create and post content on relevant social media channels for the duration of the project.

Objective 3 Develop a guide for the long-term maintenance of the ECHO Trail social media channels and undertake volunteer training on the use of social media prior to the project end.

Fee £5,000 (including VAT).

Duration Six months: Start date to be agreed.

Project Parameters

To undertake the marketing and PR for the ECHO Trail (Historic Kilmun), producing content for printed materials and for all relevant social media channels. This includes content for upgrading existing websites and Apps as well as regularly updating posts on the other social media channels.

Project

- Produce a Marketing and PR Plan for the ECHO Trail (Historic Kilmun), with agreed objectives and targets.
- Work closely with the ECHO Trail Communities Officer and with the Historic Kilmun Trustee(s) for the development and implementation of the marketing and PR plan objectives and in setting targets.
- In line with the plan develop marketing content for printed material and for social media channels (website, Facebook, Twitter, Instagram, YouTube channels and others if appropriate). Regular posting undertaken on the social media channels for the duration of the project.
- Attend meetings with the Communities Officer, Trustees, stakeholders, etc., and inspect each heritage site.
- Measure the effectiveness of the project objectives and targets in relation to the use of websites, Apps, and social media activity.

- Prior to the end of the project hand over, with training and support, the maintenance of the social media channels to designated volunteer(s).
- Undertake any other tasks as required to support the project objectives.

Your proposal

- Detail your experience in creating and maintaining impactful printed materials, websites. Apps, and other social media content.
- Outline how you plan to meet the project objectives with proposed timescales.

Project Reporting

- Monthly updates.
- Final report at project end.

Background information

The East Cowal Heritage Outdoors (ECHO) project is managed by Historic Kilmun which is a registered Scottish Charity with a board of trustees which is supported by volunteers. At Kilmun Church there is the Argyll Mausoleum which is one of Scotland's undiscovered historical jewels right on the doorstep of the Cowal Community. It stands connected to, but separate from, the church in Kilmun (St Munn's), and is the burial place for the Dukes and Earls of Argyll, Chiefs of the Clan Campbell, from the 14th century until 1949. Originally owned by the Argyll family, the Mausoleum is now owned by Argyll & Bute Council. Historic Kilmun takes the lead on the ECHO Trail projects which aim to promote engagement with the area's significant heritage through the provision of healthy, enriching, and memorable activities as part of a heritage trail covering forty miles. These activities will deliver a range of socio-economic outcomes for East Cowal including community cohesion, health and wellbeing as well as supporting the local economy. These outcomes will be achieved through a collaborative approach with community-led initiatives, visitor attractions and charities throughout Cowal.

This project is in the form of a Heritage Trail, which aims to exploit the currently under-used local heritage by connecting visitors to interesting places, and sites of significance in East Cowal. East Cowal's heritage landscape is a diverse and untapped resource which needs a strategic direction to deliver positive outcomes for residents and visitors. This strategy should enable growth by providing the opportunity for skills development, the encouragement of new ideas, and by acting as a catalyst for change in relation to the visitor experience.

The ECHO Trail (Historic Kilmun) has two posts, which will run concurrently, the other is a Communities Officer and those appointed will be expected to collaborate. These posts are funded to inspire and encourage the local community and visitors to the area to visit and engage with the 50 heritage sites in East Cowal whilst learning about the history and culture of the area.

Proposal to Jennifer Bryson, Trustee, ECHO Trail (Historic Kilmun) jjbryson48@gmail.com