

## David Livingstone Birthplace



### **Brief for Website Content Editor – External David Livingstone Birthplace (DLB) – November 2020**

The purpose of this external contract is to assist the DLB with the creation of written and media content of its website. The aim is to focus on the commercial aspects to support financial sustainability in the lead up to the re-opening of the site in Spring 2021. This is being supported by the National Lottery Heritage via a Heritage Emergency Fund grant.

We need the new site to be the 'shop-window' for the new Birthplace and to promote us as the 'best small museum in Scotland'. Therefore, we need a streamlined website, which is easy to use, intuitive and visually appealing. Currently, the website holds around 80 pages, and new content should be published for visitor information, accessibility, about, travel, volunteering, booking, contact, and other pages containing important sources of information about the Birthplace.

The written content on the Website should be accessible and attractive for local and international visitors alike. The Website should also focus on income generation through the tickets sales, online shop, weddings and events, café, and commercial licences such as fitness instructors and professional dog walkers.

DLB is in the process of moving from a building site to an operational and high-profile visitor attraction, albeit one with strong cultural & educational aspects. Our website needs to reflect these changes in our status to attract and appeal to a wide range of income generating visitors to the Birthplace.

#### **The Birthplace Project**

The David Livingstone Birthplace values are;

- Progressive - from our team of staff, to our volunteers and Trustees, we embrace different perspectives and a desire to change the world for the better. We respect that change is gradual and we care about different views.
- Diversity. We are inclusive and celebrate diversity. We are collaborative and international in our outlook.
- Open-minded. We are open-minded in everything that we do. We want to share perspectives, open conversations, and challenge history. We are independent thinkers.
- Challenging. We are adaptable to changing hearts and minds, and we will embrace risk where it matters, challenging perceptions and engaging with difficult discourse. We seek enlightenment.

**Deliverables:**

- To update our website with new content
- To proofread, re-structure and edit articles by content writers
- To manage editorial calendar and ensure timely publication
- To work with DLB team members such as the collections manager and curator to create content related to DLB activities
- To write blog posts and marketing copy to promote our products and services
- To generate new ideas around industry-related topics
- To ensure pages are customer and visitor-focused, showing clearly the benefits
- To target content for different audiences using different tones for narrative clarity

**Requirements:**

- Education or experience to degree level in related Journalism, English or Humanities-related field.
- Excellent command of the English language
- Writing, copy editing, and proofreading experience
- Good communication and interpersonal skills
- Highly organised and details-focussed
- Proficient in desktop publishing software and content management systems
- Proficient in Microsoft Office

**Timescales**

All activities related to the Business Plan must be completed by Friday the 18th of December 2020.

Closing date for application – 12pm Thursday 19<sup>th</sup> November

**Fee**

Please provide your cost estimate for the brief, detailing the number of days and your daily rate. Also, whether it is inclusive of VAT.

**David Livingstone Website:**

<https://www.david-livingstone-birthplace.org>

**David Livingstone Birthplace on Social Media:**

Instagram: <https://www.instagram.com/davidlivingstonebirthplace/>

Facebook: <https://www.facebook.com/DavidLivingstoneBirthplace/>

Twitter: <https://twitter.com/DLivingstoneBP>

