

# HAVERING LONDON

## **Havering London Website Project Implementation Support**

**Location:** Havering (remote / on-site as required)

**Reporting to:** General Manager

**Contract type:** Fixed-term contract for services

**Contract fee:** £3,500

**Contract period:** Immediate start to 31 March 2026

We are seeking a proactive, personable professional with good links to Havering's cultural and voluntary communities to promote the Havering London website and onboard a minimum of 30 new local organisations, venues, and cultural spaces, as well as ensuring current venues have relevant and extensive content on [haveringlondon.com](https://haveringlondon.com). In this initial phase of the project, you'll act as the bridge between our platform and the wider community, ensuring more and more venues are actively listed with regular events and activities that showcase the borough's cultural offerings.

## **Key Responsibilities**

### Outreach & Relationship Building

- Prioritise and refine list of target venues, cultural organisations, community spaces, and event organisers across Havering.
- Conduct outreach calls and emails, with venue managers and organisation leads, supported by meetings where needed.
- Present the benefits of listing on Havering London, explaining reach, visibility, and community impact.
- Build rapport and maintain ongoing communication to encourage sustained engagement.

### Onboarding and Content Support

- Guide organisations through the listing process, providing hands-on support where needed.
- Assist venues in sourcing, capturing, or editing appropriate images for their listings.
- Ensure each venue has an appropriate number of events/activities posted initially, with guidance for ongoing updates.
- Quality check listings for accuracy, appeal, and consistency with the site's tone.
- Build on the current website guidelines to develop a simple, user-friendly toolkit for venues to self-manage their listings going forward.

## Marketing

- Develop targeted messaging and promotional materials to attract venue sign-ups, including development of an email newsletter.
- Together with the General Manager, leverage social media, email campaigns, and local networks to raise awareness of the platform.
- Report on progress including outreach targets, conversion and challenges
- Identify opportunities to amplify successful partnerships through case studies or spotlight features.

## Key Deliverables

- Minimum of 30 new organisations or venues successfully listed on Havering London website.
- Each organisation has an appropriate number of events/activities posted by project completion.
- Produce clear, engaging 'About' webpage content that reflects the identity of 13 Community Venue Network member venues.
- Marketing and communications activity to promote the Havering London website and raise awareness of the platform.
- Creation of a comprehensive user guide for venues (PDF or online resource/video tutorial).
- Development and creation of Havering London's email newsletter.
- Image library support (sourced or created) for venues lacking visual assets
- Targeted marketing plan, materials and recommendations for ongoing venue engagement to ensure regular, consistent posting of events from across the borough.

## **Essential Skills & Experience**

- Proven experience in marketing and audience engagement, community engagement, or business development.
- Experience working with cultural venues, community organisations, or local government.
- Knowledge of Havering borough and its cultural/community landscape.
- Excellent communication skills with the ability to build trust quickly.
- Confident conducting outreach via phone, email, and in-person meetings.
- Strong organisational skills and ability to manage multiple relationships.
- Understanding of content management systems and digital platforms, specifically Wordpress and Mailchimp.
- Comfortable providing technical support to non-digital-savvy users.
- Experience in arts marketing or place-based marketing.
- Basic image editing skills.
- Existing relationships with Havering venues or organisations.

**Deadline:** 9am, Monday 26 January 2026.

**To apply:** Please email your CV plus a short covering letter outlining your relevant skills and how you would deliver against the project specification to:

**manager@haveringlondon.com**