

## **Create our web presence- call out for exceptional student creative to build our online resource**

### **Open Eye on behalf of the ISDG**

**Salary:** £500 upon completion

**Time commitment:** 3 months including snagging

**Closing date for applications: Friday 30<sup>th</sup> July 2021**

The person appointed will need to be available from July. It is expected that the online resource will be live from late August/early September. The successful applicant will not only gain hands on experience but will also receive a written letter of support upon completion of the contract as well as work references for future employment.

### **Background**

The Liverpool City Region Combined Authority (LCRCA), in partnership with the British Council, convenes a regular International Strategy and Delivery Group (ISDG) with includes representatives from the cultural sector across Liverpool City Region (LCR). The working group's aim is to embed an international outlook across the city region's social, educational and cultural organisations and develop globally minded young people.

In 2020, the British Council supported the ISDG in commissioning a research report to:

- Understand the international visitor profile to the region so that we can respond to needs and continue to grow as an outward facing, internationally known city
- Develop a broader understanding of the impact of our cultural offer on residents and communities, particularly with internationalism overseas and internationalism 'at home'
- Increase knowledge of our diverse local communities and the voluntary sector organisations working with them
- Understand the international student population to inform a collaborative approach by the cultural sector to provide an accessible, relevant, compelling and potentially international cultural offer across LCR
- Develop coherent data and analysis showing gaps and potential for future development of our international work across a range of sectors
- Capture case studies and promote stories of the international dimensions of people and place across LCR

### **One of the outcomes of the report recommended we design and deliver a pilot project, focused around an international student welcome which will:**

Support international students to develop a sense of place, appreciate the breadth of the cultural offer, get involved in their communities and feel part of the life of the city and city region;

Test ways of using digital engagement and digital content as part of an international student welcome;

Facilitate coordinated action that unites the focus audience groups – including residents and young people who may not go to university – around a shared approach towards an international student welcome

The international student welcome will be delivered for the first time from August-October 2021.

In order to communicate and compliment the programme, the ISDG requires a web presence to be created within an existing website to inform and attract new and existing international students in the region.

**The brief:**

To create an engaging web presence within an existing website (the location is TBC) that will act as a central location for a variety of content, external links and social media channels connected to the International Student Welcome programme.

**What we are looking for:**

- An attractive and accessible space that is easy to navigate and creates a positive user experience
- A design that captures the spirit of an International Student Welcome but which is simple, clear and easily recognisable
- A space that is easy to edit, especially for those who may be new to CMS
- A web presence that can comfortably host film and video
- A site that allows for easy translation of written content
- A web presence that can be reconfigured or refreshed for future events or activities whilst allowing the option to host an online archive

**Factors to consider:**

- A significant portion of the international student cohort in the region is Chinese, however, students come to the region from all countries outside the UK
- You will be working within the scope of an existing CMS and may need to liaise with the institution or organisation directly responsible for its management
- Embedded analytics that can easily be accessed and reviewed will be essential
- The web resource may receive high levels of visitors at specific times or on specific dates
- We may wish to live stream events or activities
- We want to encourage international students to explore the region and engage more with our cultural offer
- Local internationals will be aware of the programme and will want to engage with it
- The programme is currently at planning stage however, some activities are being confirmed and there may be additional activities added to the programme as we progress and once the programme is underway

**To apply:**

Please send a CV including links to previous work you have completed and covering letter (no more than 2 sides of A4) detailing your approach to the brief to: [natalie@openeye.org.uk](mailto:natalie@openeye.org.uk) by midnight on **Friday 30<sup>th</sup> July 2021.**