



Digital Content Contractor

1. Introduction & Background

In the F&GP November 2020 meeting, F1185 resolved that “based on the report for the ‘Tourism Information Strategy’, to adopt option B the ‘fresh start option’ (a new service to be developed and maintained by a qualified and experienced creative digital content manager).....”

Discussions have taken place between the Town Clerk, Project Manager and Cllr J Matthews on how this position could be fulfilled, giving consideration to the time it would take to employ the person, and the risks to the council, both in financial and time terms, it is proposed that we consider contracting this position for 2 years, with a get out clause of 1 month to either terminate or continue the contract should this position still be required.

The advantageous of contracting a person are as follows:

1. Reduced time in our employment process. A tendering and approval process for a contractor will take less time than employing the person through the council’s employment process, which would include staff panel approval and interview process
2. Risks are reduced. All responsibilities of employment are with the contractor
3. If the service needs change or the Council wishes to take it in a different direction after 2 or 3 years then the contract option allows us to do that flexibly and easily rather than dealing with related employment issues of someone who may not be any longer the ideal candidate for the role
4. Contractor is responsible for the delivery of service agreed
5. Fast access to new tech - companies are struggling to hire employees in fast-growing fields, especially in the technology industry. If you're hiring in such an area, you can probably get a consultant more quickly than an employer
6. Lower overheads - there's no need to provide company benefits, holiday pay, sick pay, employer taxes, or pension or superannuation payments to contractors

Disadvantageous

1. Chargeable rates are likely to be higher than normal salary rates as this will include all salary costs including employers NIC, pension, expenses and other costs such as management of the person. An indicative rate has been provided by a company offering this kind of contractor working 3 days a week at £30,000
2. We may struggle to find a contractor who has both digital and tourism capabilities

Recommendation & Next Steps

That members approve exploring the idea of employing a contractor to carry out the work of a ‘Digital Content Manager’ based on an initial two-three year contract, working 3 days a week.



The next step would be for officers to formulate a contractor's job description ready to receive and consider at the March F&GP committee meeting.