

# Scope of Work (SOW) and Deliverables

## 1. Consultation and discovery

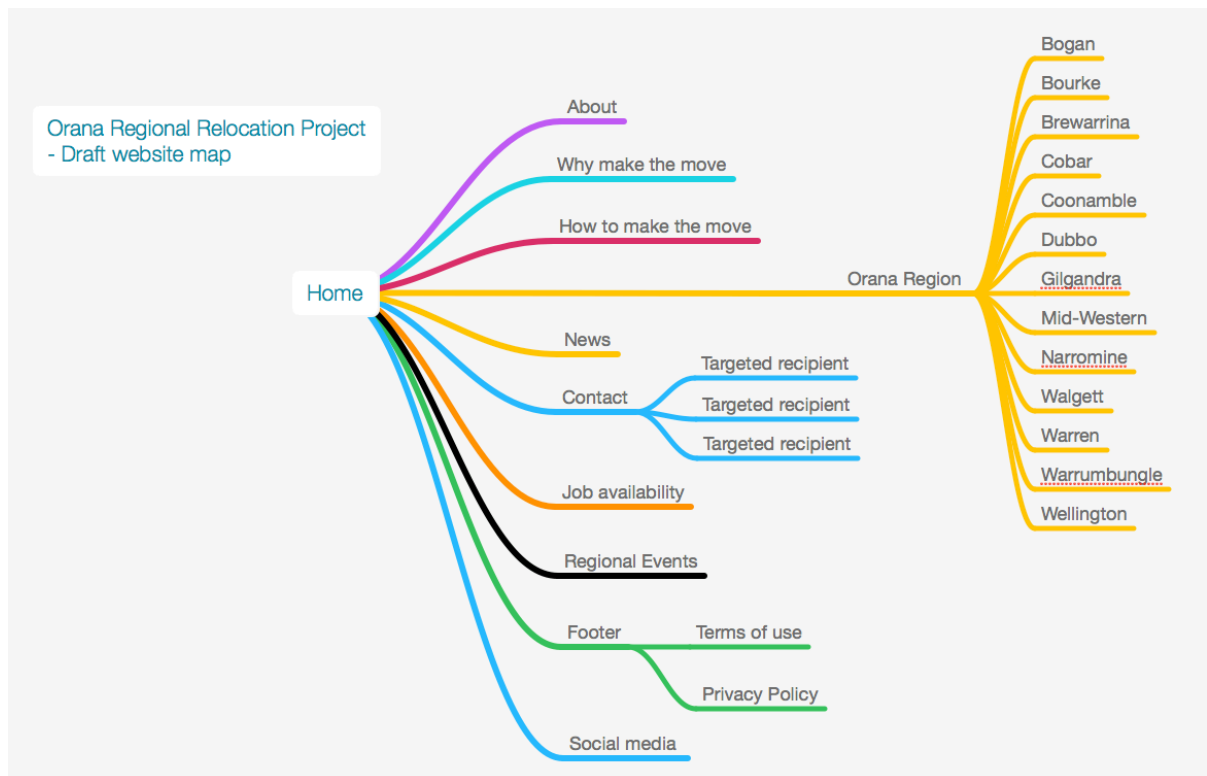
- Project consultation and scoping documentation
- Branding workshop & discovery meeting
- Project scheduling & project management

## 2. Branding

- Brand name
- Positioning statement and tagline
- Logo
- Logo style guide
- Domain name
- Email signature

## 3. Website

- Hosting
- Branded template design (Mobile responsive)
- Draft website structure and content (See content map)



**Please note:** The website content map is provided as a draft only and will require further clarification at the website planning stage.

- Functionality
  - Targeted contact form
  - Information downloads
  - Jobs 'barometer' - A way of indicating skills shortages.
- Ongoing site maintenance and support (includes regular platform maintenance) 2hrs pm

Current exclusions

- Detailed jobs listing functionality
- Regional events directory\*
- Full content research/development
  - Content to be provided e.g. regional information.

\*Inclusions

- Regional event highlights (Non directory)

**4. Social media**

- Branding assets for primary social media channels
- Social media planning to be reviewed at later date

**5. Brochure**

- Branded 4 page A4 colour brochure design
- Print ready artwork

Exclusions:

- Photography
- Printing

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## Process Description

**1. Brand/identity/concept development and logo**

Process:

- Gathering all the background information from key stakeholders
- Explorative discussion of the project goals, objectives and criteria
- Conceptualizing – Brainstorming naming concepts that fit the criteria
- Distilling – Filtering the results down to the top candidates for presentation
- Feedback – formulating new directions and repeating the process if required
- Selection – Solidifying the top candidates
- Implementation – Create logo designs, visuals, marketing collateral and email signatures.

**2. Website design and development**

Process

- Project scoping / Assets and requirements gathering
- Site structure and planning
- Hosting and domain setup
- Website design development
- Design /approvals/modifications
- Platform setup and configuration

- Website theme development
- Multiple recipient Online enquiry forms
- Website Structure, functionality and page development
- Acceptance testing
- Modifications (as required)
- Site launch.
- Ongoing maintenance & support.

### **3. Social Media**

Current requirements:

Branding assets to be provided for potential integration

Process:

- Create required banners and logos for primary social media channels
  - Youtube
  - Facebook Twitter
  - Instagram
  - LinkedIn
- Discuss future requirements for social media integration including easy integration of existing channels.

### **4. Marketing/information Brochure**

Process

- Assets and requirements gathering
- Design
- Approval/modifications
- Liaise with printers
- Deliver files

### **5. Digital email banner and signature**

\*NOTE: This will be included as part of the branding/identity component

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