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| Graphical user interface, text  Description automatically generated | **Greater Yarmouth Tourism & Business Improvement Area**  | Graphical user interface, text  Description automatically generated |
| **JOB DESCRIPTION: Marketing Support Officer** |

**Job Summary**

To support the actions and activities of the organisation as required by Board/CEO.

Focusing on developing and supporting marketing to promote the overall tourism product of Great Yarmouth and the surrounding area.

**Job Title**: Marketing Support Officer

**Reporting to**: Chief Executive

**Hours:** 25 hours per week (5 Days from Mon-Sun)

**ROLE SUMMARY:**

1. To provide support to the Board and CEO in delivering the aims of the Company.

2. To maintain and support business relationships, specifically around marketing activities

3. To provide support to all projects, with particular focus on marketing projects

4. To provide support in developing and managing projects, with particular focus on marketing, and monitoring performance of marketing projects.

5. To support the board and CEO in the development of the BID process prior to the BID renewal in Summer 2024.

**KEY RESPONSIBILITIES:**

**Marketing**

* To support the development, delivery, and monitoring of marketing plans
* To support, develop and expand the organisations social media activities, including generating post and stories and take PR photos for use in social media
* To support, develop and expand the organisations web presence, including writing, developing and managing content
* To administrate and expand the organisation’s image and video library, responding to requests for images.

* To provide support to our national and local PR agencies and activities, as well as other appointed third-party organisations with Press Enquires
* To support the development B2C marketing, such as email newsletters and direct marketing, maintain an email marketing database and ensure that all data protection and data cleansing procedures are adhered to.
* To support the work of the Chief Executive and the development of marketing activities
* To record and measure the effectiveness of all marketing activities.

**Project Management**

* To support the assessment, awarding and monitoring of projects, with particular focus on marketing projects
* To provide support to events, activities and functions undertaken by the organisation.
* To provide support the actions and activities of GYTABIA/VGY, including its Board and Subgroups
* Participate in project groups, and meetings as required

**Business Management**

* To support the process of recording, organising and collating invoices and payments
* To attend meeting as required and minute meeting as required.
* To act as a point on contact when the Business and Administration Manager is on Leave.

**PERSON SPECIFICATION**

**Overall**

* Good Experience/Knowledge of Tourism Marketing and/or a willingness to learn
* Understanding of Businesses Improvement District and Destination Management Organisations or a willingness to learn.
* Willingness to learn and Develop

**Skills**

* Marketing and social media skills.
* Some B2B and B2C engagement experience
* Good IT skills including the use of social media, word processing, accounting, and email packages
* Excellent written and verbal communication skills
* Good interpersonal and communication skills with the confidence to liaise with businesses

**Attributes**

* Proactive and passionate about improving the Great Yarmouth area
* Willing to get actively involved in project delivery as required
* Can communicate and work effectively with businesses
* Ability to work as part of a team.
* Proactive and flexible working approach
* Flexible towards working hours, with work, activities and events during evenings and weekends.