



**Visit Great Yarmouth
/ Greater Yarmouth
Tourism & Business
Improvement Area**



JOB DESCRIPTION: Marketing Executive

Job Summary

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

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

Job Title: Marketing Executive

Reporting to: Chief Executive

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

Salary: Negotiable

ROLE SUMMARY:

1. To provide support to the 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.

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 posts and stories and take PR videos/Images for use in social media.
- To support, develop and expand the organisations web presence from a B2C and B2B perspective, 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 enquiries.
- To support the development of 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 support the actions and activities of the company, including its Board and Subgroups.
- Participate in meetings as required.

Business Management

- To support the process of recording, organising and collating invoices and payments.
- To respond to tourism enquiries.
- To attend meetings as required and minute meetings as required.
- To act as a point of 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 Business Improvement Districts and Destination Management Organisations or a willingness to learn.
- Willingness to learn and develop.

Skills

- Marketing qualification/experience.
- Marketing and social media skills.
- Some B2B and B2C engagement experience.
- Good IT skills including the use of social media, Microsoft office, bookkeeping, and email packages.
- Knowledge of website software such Word Press and a willingness to learn new 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 and developing 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.
- Willing and able to on occasion work longer days on a busy seafront as part of a team delivering events in a busy environment.
- Willing and able to work remotely.