

VisitWest



JOB DESCRIPTION

POST	Marketing and Events Executive (B2B)
RESPONSIBLE TO:	Head of Business Events
SALARY	£28,000 – £30,000 DOE
HOURS	Full-time (37 hours)

Purpose of job

Supporting the West of England's Visitor Economy region to fulfill its potential through the development of the business to business work of Visit West, in both leisure travel trade and business events, this role is critical to the work of the Meet Bristol & Bath Convention Bureau and the travel trade, delivered through the work of Visit West's Local Visitor Economy Partnership (LVEP) activity.

Principal Accountabilities

- Manage the creation, entry and update of content in marketing databases using the content management system for websites as required, including (but not limited to) business updates, social media posts, blog writing and publishing
- Assist with digital marketing for meetings, incentive, conference and exhibitions (MICE) and travel trade activity, including social media, newsletters, presentations, etc, to relevant audiences
- Develop themed trade and incentive itineraries, publish, and promote these to relevant audiences, complimenting the work of the wider LVEP team in line with the Destination Management Plan
- Help the wider team prepare for and attend selected consumer, travel trade and MICE exhibitions and member events to support with the Visit West presence, including registration, arranging meetings, following up after meetings, and reporting
- Planning and arranging familiarisation visits to enhance product knowledge of key partners within the industry for MICE and travel trade
- Attendance at exhibitions and at familiarisation visits to promote the destinations and its public and private sector members
- Working with the senior team to plan and execute the calendar of MICE and travel trade activity across the year

General responsibilities

- Answer enquiries in an accurate and timely manner
- Maintain databases and use systems fully to maximise the effectiveness of the post holder's brief
- Ability to respond to MICE requests for proposals when required (full training will be given)

Other

- Take responsibility for achieving all targets set by your line Manager and report on all KPIs where appropriate
- Control budgets allocated to the post holder in accordance with company's accounting practices ensuring that expenditure limits are not exceeded, and any income targets are met
- Maintain all Visit West design collateral, supply to third parties when requested and ensure company brand guidelines are upheld both in print and digitally
- Deal with enquiries from the trade and other organisations in a way that enhances the image of the company's and the area's visitor experience
- Liaison with Visit West members and stakeholders
- Collection of data and management of databases allocated to the post holder in line with data protection regulations
- Maintain a high level of knowledge of the area's visitor offer and use this knowledge to contribute creatively to the company's business plan and add value to the area's groups, travel trade and business tourism offer
- Carry out duties in compliance with the Equal Opportunity policies
- Carry out work in accordance with current legislation and/or regulations
- Be responsible for own safety and not to endanger that of colleagues/visitors in the workplace
- Undertake other duties as required from time to time to ensure the efficient running of the marketing and convention bureau business units of Visit West
- The post will require occasional evening and weekend work with attendance at events and exhibitions with possible travel both within the UK and abroad (with notice given)

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EMPLOYEE SPECIFICATION

POST: Marketing & Events Executive (B2B)

ESSENTIAL – Must have	DESIRABLE – Should have	ADVANTAGEOUS – Could have
<p>Ability to demonstrate a good local knowledge of Bath, Bristol, and the surrounding areas</p> <p>Ability to work as a part of a multi-disciplinary team in a variety of roles to ensure the successful delivery of project objectives</p> <p>Ability to write grammatically correct, and inspiring content</p> <p>Ability to work on own initiative</p> <p>Excellent organisational ability and highly motivated</p> <p>Experience of working within the tourism industry, preferably in the Bath and Bristol area</p> <p>Enjoy working with people</p> <p>Experience of using CRM</p>	<p>Comprehensive understanding of the structure of the domestic and international tourism industry</p> <p>At least 12 months experience working in a destination management organisation, convention bureau, or business operating within tourism, hospitality, and leisure</p> <p>Experience of working within a multi-stakeholder environment</p> <p>Experience in digital marketing, including a working knowledge of the structure of web sites, regular use of content management systems and databases, knowledge of social media platforms and planning tools, with a sound level of computer literacy</p> <p>Previous experience of working at B2B events and trade shows</p>	<p>Language skills, particularly French, Spanish and/or German</p> <p>Personal travel experience</p> <p>Valid UK Driving Licence and own vehicle</p>

SPECIAL CONDITIONS

This post is likely to require occasional weekend and evening working and some overnight travel in the UK and occasionally overseas.

The postholder will as a matter of routine be directly in contact with members of the public, visitors, key clients and business members of the company and will often be a visitor's first point of contact with the destination. As such, personal appearance and demeanour are extremely important and will contribute to a successful first impression of the destination. The postholder will be expected to maintain very high standards of personal presentation.