CHAMBER OF COMMERCE

HEREFORDSHIRE & WORCESTERSHIRE

JOB DESCRIPTION

**POST:**  Tourism Marketing Assistant

**POST HOLDER**:

**REPORTS TO:**  Marketing Manager

**GRADE:**

**LOCATION:** Severn House,Worcester

**WORKING HOURS:**  22.5 – ideally to be worked 7.5 hours a day Monday to Wednesday

**MAIN PURPOSE:** To support the Tourism Officer in their daily functions, providing administration support and taking a lead on scheduling and implementing digital marketing campaigns.

**KEY DUTIES / RESPONSIBILITIES:**

1. Assist in the creation of regular eshots via mailchimp
2. Create social media posts and schedule via hootsuite
3. Respond to queries and enquiries via social media
4. Design of collateral to support digital marketing using Canva
5. Update the website using Wordpress, advise members in adding their own content and look for new and innovative ways to promote the member businesses
6. Support the PR executive with proof reading content
7. Support the marketing team with requests from various other departments
8. Liaise with external printers and designers
9. Raising POR’s and use of CRM to record all communications with members and log new prospects and event
10. Assist with the delivery of our tourism event and forums
11. Be the first point of contact for tourism enquiries via telephone and email

**GENERIC TASKS:**

1. To work closely with other team members and complement and support the organisation’s delivery and development.
2. To assist in maintaining accurate data for members and suppliers and their activities on the Chamber’s databases (CRM and Exchequer).
3. To support promotion of and participation by businesses in the Quarterly Economic Surveys.
4. Any other duties as directed by your line manager.
5. To work closely with the Quality Manager and your team to ensure team-wide compliance to ISO9001. To facilitate improvements to the quality management system and co-ordinate an annual review of quality documentation which specifically relate to Business Direction.
6. To adhere to and actively promote the Chamber Equal Opportunities policy.
7. At all times work within the organisation’s Health and Safety Policy and to ensure as far as is reasonable that safe working practices are established, maintained and followed.
8. To work within and assist in maintaining IIP principles for the organisation.
9. To carry out any other duties as required by the business to achieve commercial objectives.

**PERSON SPECIFICATION:**

* 1. Experience of using Facebook, Twitter and LinkedIn social media platforms
  2. Proficient in MS Office programmes
  3. Experience of CRM systems, and data input with accuracy
  4. High level of attention to detail
  5. Experience in digital marketing and customer service
  6. Tourism background is ideal but not essential
  7. Experience of working effectively as part of a team
  8. Excellent communication, verbal and written, skills
  9. Ability to summarise and present information in a relevant way to different audiences
  10. A proactive approach with the ability to generate new ideas
  11. Ability to manage workload with competing priorities and frequent interruptions that require urgent attention
  12. A self-starter who focuses on generating opportunities and outcomes
  13. A positive outlook with an ability to inspire confidence, provide vision and motivate people
  14. Willingness to undertake further training as required for professional development

**MOBILITY:**

1. Ideally, a car owner with full driving licence.