

WESTON-SUPER-MARE TOWN COUNCIL

JOB DESCRIPTION

Post:	Tourism Marketing Officer	Grade: JG4 – (SCP 18-21)
Hours:	30 hours per week	
Location:	Visitor Information Centre & Council Offices	
Responsible to:	Tourism Manager (Website, Social Media and VIC) & Assistant Town Clerk (Destination Marketing Campaigns)	

Management and Relationships

This is a key role that is responsible for managing; writing creative content and articles for the Visit Weston website; running social media and destination advertising campaigns in line with the aims and objectives of Visit Weston.

The post holder will liaise with a wide range of external stakeholders and internal departments including partner organisations, business and the public.

Purpose of Job

Manage the Visit Weston website and related social media sites, including building new web pages, implementing SEO campaigns using Google Analytics and relevant industry knowledge and in line with the latest local and national campaigns.

Co-ordinate destination advertising and marketing campaigns; identify new campaigns for key target markets and ensure the promotion and delivery of a professional service.

Assist with the management of the Visitor Information Centre during the seasonal opening times.

Specific Responsibilities and Objectives

Visit Weston Website & Social Media

- To be responsible for the content management of the Visit Weston website, utilising the DMS and CMS, to include maintenance, image re-sizing, updates and uploading of listings.
- Regular liaison with website SEO Consultant, Tourism Manager and customers on content, support and development matters.
- Monitor, manage and grow social media sites and platforms including Facebook, Instagram, Twitter, Google, Trip Advisor and Visit Weston ensuring appropriate responses and relevant information are provided.
- Working closely with the Tourism Manager and Visitor Information Centre Supervisor on advertising sales and accreditations, ensuring that Member Rate Card components are uploaded to the DMS in a timely manner and adhering to Visit England Quality in Tourism standards.
- Implement Visit Weston website 'accessibility' requirements.
- Action brochure request enquiries ensuring they are logged and communicated to the carrier company.

- Ensure that all website enquiries and complaints received are actioned or are communicated to the appropriate body or member of staff.
- Create content for Blog and E-Newsletter and circulate as required.
- In conjunction with the Tourism Manager compile press releases e.g. Visit England campaigns and Visit Weston initiatives for approval as per designated procedures.
- As directed undertake research on website development and improvement options.
- Oversee external contracts and provide briefs for videography and photography for social media and website marketing initiatives.
- Maintain up to date working project and archive files, including photo files for website, social media and press releases.
- Undertake checks on the website to ensure that information remains current and is regularly updated.
- Proactive engagement with Communications Officer, colleagues in other departments and seafront team on the joint promotion of tourism initiatives.

Destination Advertising

- Research marketing and advertising opportunities for Love Weston.
- Follow through to completion approved/agreed advertising campaigns ensuring all necessary arrangements are met i.e. editorial input, art and design work and purchasing requirements.
- Ensure the design and production of advertising materials is consistent with the Visit Weston branding.

Tourism and Leisure Committee

- Support the work of the Committee in its stated aims and objectives. The workload of the Committee is varied and includes service provision and new tourism marketing initiatives.
- Prepare relevant agenda reports reporting on website stats, SEO activity and advertising and marketing initiatives.
- Attend bi-monthly Committee meetings, take minutes and deal with relevant matters arising from meetings, as necessary.

Visitor Information Centre

- Support the work of the Visitor Information Centre and provide front facing cover as required.
- Conduct, collate and report on market research initiatives i.e. customer questionnaires, focus groups and consultation exercises for identified tourism related projects.
- Maintain Visitor Information Centre TV advertising screens.
- Provide Visitor Information staff with up to date and relevant materials for window and internal advertising boards.

General

- Act as a key holder for the Visitor Information Centre.
- Provide information and assistance to members of the public as a representative of the Town Council, as required.
- Comply with record keeping procedures in relation to finance, administration, data handling and health and safety.

- Adhere to the principles of Equal Opportunities, Equality and Diversity, Health and Safety, Safeguarding and Data Policies at all times.
- Undertake such training as directed by the Assistant Town Clerk/Tourism Manager.
- Undertake any such duties as reasonably requested by the Assistant Town Clerk/Tourism Manager.
- Assist with the Council's civic and community programme where needed.