

# **WESTON-SUPER-MARE TOWN COUNCIL**

## **PERSON SPECIFICATION**

**Post Title:** Tourism Marketing Officer

**Hours:** 30 hrs per week

**Grade:** JG4 (SCP 18-21)

It is essential that the post holder has excellent communication, organisational and interpersonal skills, together with experience of:

- Websites and Social Media
- Working with MS Office applications, internet, databases and Content Management Systems
- Liaising with stakeholders, both internally and externally
- Demonstrating good organisational and administrative ability

### **Skills and Knowledge and Personal Attributes**

Ability to demonstrate the following is highly desired:

- Excellent attention to detail, verbal and written skills.
- Good creative writing and grammatical skills in order to produce relevant and accurate tourism website content.
- Good understanding of our products and services and the commercial market in which they operate.
- Tourism and hospitality industry knowledge
- Broad understanding of the principles of Quality in Tourism.
- Have a good general knowledge of the Weston-super-Mare area.
- Possess and understanding of marketing requirements.
- Able to conduct, collate and report on market research and advertising opportunities.
- Able to produce editorial input and organise artwork and purchasing requirements for advertising campaigns.
- Can confidently and positively work with colleagues, Elected Members and partner organisations in a variety of situations, both face to face, email, social media and over the telephone.
- Able to work on your initiative as well as effectively operating as part of a team.
- Organisational ability to prioritise tasks within competing work demands and meet pressurised deadlines.

- Have a flexible and enthusiastic approach to work and be able to adapt to the changing demands and responsibilities of the post.
- Possess a professional manner and proactive 'can-do' approach.

### **Other Factors (Essential)**

- Core hours to be completed over 4-5 days plus designated time allocation for social media interaction on evenings and weekends.
- Visitor Information Centre cover - 1 weekend day in 4 (April – October)
- Willingness to work flexibly to meet business needs on weekends and evenings, e.g. Weston Air Days, Armed Forces, Carnival, Christmas Lights Switch On, Visit Weston Member initiatives and Committee meetings as required.
- The role will require contact with children, young people, vulnerable adults and volunteers.
- This post requires an Enhanced DBS Check to be completed.

### **Education and Qualifications**

- NVQ Level 3 or equivalent in relevant subject
- 5 GCSE A – C grade or equivalent including Maths and English
- IT Qualification

### **Equal Opportunities (Essential)**

Be able to demonstrate a commitment to the principles of equality and diversity and be able to carry out duties in accordance with those policies.

### **Desirable**

- Digital design/creative imagery skills.
- Experience using a variety of software.
- Previous experience implementing SEO campaigns.
- Tourism and hospitality industry work related experience.