

COVENTRY CITY OF CULTURE TRUST DESTINATION MARKETING OFFICER

Reports to MARKETING MANAGER

Role: DESTINATION MARKETING OFFICER
Salary: £22,000 to £25,000 per annum dependent on experience

CONTEXT

In July 2020, we announced that Coventry's City of Culture programme will start in May 2021 and run for 12 months, allowing us to keep our promise to the city and region - to deliver an extraordinary year while providing some much-needed certainty and resources to our artists and communities.

This is your opportunity to be part of telling the story of the city that moves.

Coventry City of Culture Trust was set up in 2015 to bid to be UK City of Culture in 2021. Now that we have been successful in securing the prestigious title, we are recruiting the team ready to deliver an ambitious UK City of Culture year in 2021/22 and legacy.

We are a diverse, modern city which is re-imagining the role culture can play in bringing people together. Coventry is a city of welcome, a city of activists and pioneers, a city of peace and reconciliation, a city of innovation and invention, a City of Culture.

The Trust is committed to:

- Welcoming 2.5m additional visitors to Coventry in 2021/22
- 80% of the city's residents experiencing at least three events in 2021/22
- Increasing audience attendance from under-represented communities by 20%
- Activating more than 16,000 volunteers and participants
- Making long-lasting, tangible social change in Coventry
- Transforming who holds the power to create and curate in the city
- Starting a wave of cultural investment across the region

JOB DESCRIPTION

We are looking for an experienced Destination Marketing Officer to help us reach our ambitious visitor targets for City of Culture. The postholder will work as a member of the Marketing Team to create City of Culture joyful and celebratory and appropriate campaigns to attract audiences predominantly from the region and from across the UK. You will work closely with partners across the city, including Coventry City Council, to ensure that we take full advantage of the opportunities to welcome visitors to Coventry in 2021/22 and to incentivise them to return again.

**COVENTRY CITY OF CULTURE TRUST
C/O THE HERBERT ART GALLERY & MUSEUM, JORDAN WELL, COVENTRY, CV1 5QP
WWW.COVENTRY2021.CO.UK**

REGISTERED ADDRESS: THE HERBERT ART GALLERY & MUSEUM,
JORDAN WELL, COVENTRY, CV1 5QP, COMPANY NUMBER: 09808960
CHARITY NUMBER 1165639, LIMITED BY GUARANTEE
REGISTERED IN ENGLAND AND WALES

THE ROLE

- Work as a member of the Marketing Team to support the creation of marketing campaigns to attract visitors to Coventry for UK City of Culture
- Support and oversee the delivery of the Trust's visitor journey plan from awareness, through to booking, to becoming an advocate
- To work with members of the Coventry City Council Tourism Team to attract visitors to the city including business and leisure visitors
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- To participate in appropriate Destination Management Partnership activities, representing the Trust in relevant tourism and visitor forums
- Collaborate with partners across the city and region to develop joined-up marketing campaigns to sell the wider city offer

Maintain awareness of national and international marketing campaigns that City of Culture could be part of (for example through Visit Britain)

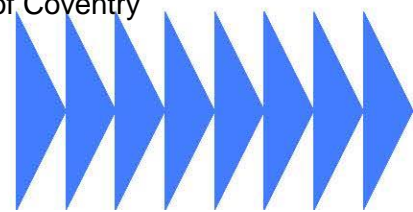
- To support itinerary planning for visiting delegates, funders and partners, working to support the delivery of the Trust's inward investment priorities
- To create interesting and engaging content to attract visitors but also ensure they have a positive time in the city once they arrive
- Actively engage with the organisation's vision and policies regarding equal opportunities and diversity, artistic ambition, participation and engagement, health and safety, monitoring and evaluation
- To become aware of, and to comply with, the Trust's GDPR, Health and Safety and Diversity and Equality Policies

PERSON SPECIFICATION

- Experience of marketing a destination in a similar role
- A passion for Coventry and an understanding of why visitors should visit for UK City of Culture
- Experience creating content to engage audiences
- Be an effective communicator, both internally and externally, with excellent attention to detail
- A personal and professional interest in Arts, Culture and Heritage
- Excellent organisational and time-management skills and the ability to prioritise a diverse workload
- Attributes of diplomacy, confidentiality, trust and respect for colleagues and partners
- To be based in, or be willing to move to within, commuting distance of Coventry



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GENERAL

We aim to reflect all the city's communities in our workforce and as such candidates from currently under-represented groups, including those with disabilities, are especially encouraged to apply.

We are looking to build a team of people from a range of backgrounds and range of experiences. We can provide mentoring and training/support to less experienced candidates. Training and talent development within the Trust team and within the wider sector is central to our approach. All postholders are expected to participate in training and development activity and to contribute time and expertise to supporting our training programmes on site and occasionally off site.

This list of responsibilities is not exhaustive and team members will be required to perform duties outside of this as operationally required.

PROCESS

Please submit up to a 2-page letter plus an up to date CV addressing your interest and suitability for the post using the above personal specification as a guide.

Coventry City of Culture Trust is committed to equal opportunities and will treat all applications fairly based on written submissions, please complete the anonymous equal opportunities form available at www.coventry2021.co.uk/jobs

Applications should be sent in PDF format to recruitment@coventry2021.co.uk

TIMETABLE

Advertised – Tuesday 1st September 2020

Applications close – 12 noon, Wednesday 30th September 2020

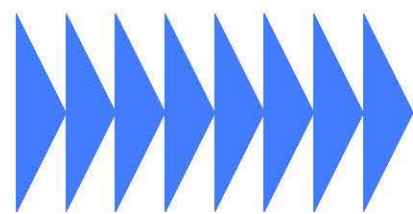
Interview date – Tuesday 20th October 2020

Following government guidelines, interviews will likely be held via video conferencing software.

Salary – £22,000 to £25,000 per annum dependent on experience



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TERMS AND CONDITIONS

- This is a fixed term post until July 2022
- The post is working 39 hours (excluding 30 minute/1-hour lunch) per week Monday – Friday at hours to be agreed between 9am and 6pm with frequent evening work to see shows and events. Flexible working may be agreed
- The salary is paid monthly in arrears
- If asked to work additional hours at the weekend, Time Off in Lieu will be given if approved in advance with the Line Manager
- Pension auto-enrolment is applicable and employer contributions are currently 3%. The Trust's appointed pension provider is NEST. Further details are available
- Holiday 33 days per annum including public holidays. Holiday must be taken at a time to suit all colleagues
- Main place of work is the Trust's Office with frequent attendance at meetings offsite. However, given current government guidelines all Trust employees are currently homeworking. The successful candidate will be welcomed into the Trust and supported through a remote induction process
- There is a probation period of three months during which time the notice period is one week; on confirmation of appointment the notice period is one month
- On appointment the successful candidate must be able to provide the correct documents as proof of their right to work in the UK for duration of the contract
- The candidate's contract of employment with the Trust does not come into force until the first day of work

For more information about the Coventry 10-year Cultural Strategy visit www.covculture.com and for more information about Coventry UK City of Culture 2021 visit www.coventry2021.co.uk



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