Coventry City of Culture Trust – Tourism Marketing Officer
Reports to Marketing Manager

Context

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 working towards building the team ready to deliver an amazing build-up programme and an ambitious UK City of Culture year in 2021.

We are a young, diverse, modern city which is re-imaging the role culture can play in bringing people together. Coventry has a history of triumphing against adversity, of coming together with a fierce but quiet pride. We love our city, and all too often have listened to others putting it down but now is the time to invite the world to venture past our beloved ring road and into a city with a story to tell and experiences to share.

We weren’t sent to Coventry; we chose to come. Coventry is a city of welcome, a city of peace and reconciliation, a city of innovation and invention, a City of Culture.

Job Description

Coventry City of Culture Trust is looking to appoint an ambitious Tourism Marketing Officer to design and manage the marketing campaigns of the Cultural Destinations award which puts the arts at the centre of the visitor offer.

This role would suit an existing Marketing Officer in a destination management organisation or visitor-facing organisation. You will be working within a small team, and creating engaging, accessible and innovative promotional material and digital content. The ideal candidate would have a passion for engaging and expanding the numbers of new visitors to Coventry and be up to date with emerging Social Media trends and platforms. The post will report to Jen Marscheider, Marketing Manager.

The role

- To work with the Marketing Manager and City Council to promote Coventry as a destination throughout the Cultural Destinations work, City of Culture 2021 build-up and delivery
- Commission architectural and artistic photographers to take new images of Coventry for use by CCCT on our website and in media campaigns
- To develop ‘Cultural Magnets’ based on Coventry’s visitor research e.g. ‘Take 2’ incentive project to encourage tourists to visit the Transport Museum as well as the Cathedral etc
- To monitor and upload cultural listings onto the Coventry destination website/CCCT website and ‘What’s On’ printed guide for the City. From this listing, to develop ‘Sent to Coventry’ themed itineraries for different markets e.g. VFR, Students, Families
- Work alongside the Marketing Manager to take advantage of Great Place & Cultural Destinations special events to develop a media partnership(s) with national media
- To develop Social Media campaigns in partnership with cultural partners, to promote visitor-facing cultural experiences for Coventry
- To develop marketing campaigns with transport links - rail companies and with Birmingham Airport. The campaign is to include visibility at arrival points to the city making use of key poster sites
- Monitor Hotel and attraction information holders and the collection and distribution of Coventry’s cultural promotional material (this project is being managed by Visit Coventry & Warwickshire)
- To work closely with the Project Manager and Coventry City Council’s Tourism team to design and deliver ‘Welcome Host Training’ to taxi drivers, Hotel, Rail and Bus reception staff, Tourism Information Centre staff etc
- To contribute to the mid-project and end-project report forms requested by the project funders, Arts Council England
- To ensure the appropriate permissions are obtained for use of video and images and to keep an up to date bank of assets
- Work closely with the Marketing Manager in maintaining the Trust’s database
- To oversee and report on the Cultural Destinations marketing budget to the Marketing Manager and Project Manager
- Measure web traffic, engagement and monitor SEO

This list of responsibilities is not exhaustive, and the employee will be required to perform duties outside of this as operationally required and at the discretion of the Marketing Manager.

We would be willing to consider secondment proposal where the skills gained could be returned to the cultural sector.

**Person specifications**

**Essential**

- Demonstrable experience of managing visitor marketing campaigns on behalf of an organisation
- Experience of marketing and communications in the UK Visitor sector
- Excellent copywriting skills, with the ability to tailor content and messages to different target markets; and experience of proof-reading
- Knowledge of the national and international visitor sector such as Visit Britain, Visit England
- An interest in Arts, Culture and Heritage
- Keen attention to detail with a commitment to achieving excellent standards
- High level IT skills in web, databases, spreadsheets and word processing
- Experience using and managing a Customer Relationship Management system/database
- Good written and verbal communication skills
- Attributes of diplomacy, confidentiality, trust and respect for colleagues and partners
- To be based in, or within, easy commuting distance of Coventry

**Desirable**

- Knowledge and experience of the tourism and cultural sector in Coventry and the Midlands
- Experience of managing relationships with external partners, i.e. design, PR and website providers
- Experience of working with a Content Management System (Wordpress)
- Experience of marketing and communications in the Arts and Heritage sector
- Flexibility to start in April 2018

**Process**

Please submit up to a 2-page letter plus an up to date CV addressing your interest and suitability for the post with particular reference to the personal specifications. Coventry City of Culture Trust is committed to equal opportunities and will treat all applications fairly on the basis of written submissions.

Please supply the names, addresses and contact information (email and phone) for two referees one of whom should be your current / most recent employer.
Applications should be sent to recruitment@coventry2021.co.uk or Jen Marscheider, Marketing Manager, Coventry City of Culture Trust, 121 – 124 Far Gosford Street, Coventry, CV1 5EA.

**Timetable**

Advertised – Friday 2 March

Applications close – Wednesday 28 March

Interviews – Wednesday 18 April in Coventry (interview expenses will be paid)

**Salary - £22,000 - £25,000 gross pa dependent on experience**

**Terms and conditions**

- This is a fixed term post until March 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. Staff Pay review January 2019
- 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 28 days per annum including public holidays, rising by one day per every complete year worked to a maximum entitlement of 31 days including public holidays. Holiday must be taken at a time to suit all colleagues. Holiday additional to statutory holiday may be bought out in 2021
- Main place of work is Trust’s Office with frequent attendance at meetings offsite
- 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.
- The candidate’s contract of employment with the Trust does not come into force until the first day of work
- UKT/PECTU relocation costs are available for qualifying candidates

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

* Cultural Destinations is supported by Arts Council England, Coventry City Council, Business Improvement District and BBC Coventry and Warwickshire

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