



Coventry City Council

Job Description

Job Title:	Information and Marketing Officer	Job Number:	D2911D
Directorate:	Business, Investment & Culture	Post Number:	1018858
Service:	Economic Growth, Culture and Development	Grade:	G4
Location:	Floor 11, One Friargate		

Job Purpose:

To design, develop and deliver visitor literature, including city centre publications, marketing campaigns and the content of visitor websites and digital output for Coventry, in order to drive an increase in visitor footfall and spend, stimulate economic growth, and raise Coventry's profile as a destination of distinction for conferencing and business, education and innovation, tourism, culture and events.

To provide direct digital and social media output to promote and support the business, leisure, events and extended stay markets (e.g. weekend breaks, cultural tourism) and to develop, promote and support marketing partnerships and cross-promotion between key venues, hotels and events. To manage and maintain performance data supporting key platforms (e.g. websites, Apps).

Main Duties and Responsibilities:

1. To promote the city of Coventry as a destination of distinction by working closely with public, private and third sector partners to deliver new marketing resources and campaigns and support the key business and leisure destination brands for the city and wider sub-region, as applicable.
2. Provide support to the Destination Management Officer – Information and Marketing in a variety of tasks, including undertaking visits/meetings where appropriate to update partners on marketing activities/sponsorship opportunities.
3. To develop, promote and support marketing partnerships and cross-promotion between key venues, hotels and events.
4. To support on the development, design and delivery of Familiarisation Trips and the content, logistics and operational delivery of welcome training and hosted partner visits to promote the destination.
5. To support the development and management of key income-generating services and destination solutions and lead on performance monitoring of such solutions – whether directly delivered, commissioned or contracted.
6. To lead on the delivery of Service information and marketing interventions within key destination and partnership programmes utilising digital platforms where applicable.

7. To represent the City and wider sub-region at key business and leisure tourism exhibitions and other promotional events in the UK and overseas, including (on occasions) work to support pre and post event marketing, communication and operational planning.
8. Design and deliver key marketing campaigns that encourage business and leisure tourism to the City and the wider sub-region, including the use of social media, innovative digital marketing and the latest technology.
9. Design and deliver suitable destination and tourism promotional materials including brochures, magazines, e-newsletters and social media content/initiatives – utilising current communication platforms and identifying new platforms for further content development.
10. Create, update and maintain the data published on the leisure and business tourism and conference websites. This will include using content management systems.
11. To develop, create and deliver e-marketing campaigns.
12. To provide direct digital and social media output to promote and support the business, leisure, events and extended stay markets (e.g. weekend breaks, cultural tourism) and to develop, promote and support marketing partnerships and cross-promotion between key venues, hotels and events.
13. To manage and maintain performance data supporting key platforms (e.g. websites, google analytics, Apps).
14. To design and deliver presentations to a variety of audiences to raise the profile of Coventry's destination offer and marketing tools.
15. To manage appropriate budgets and resources in accordance with City Council policies and procedures and external funding regimes, ensuring all resources are put to best use in achieving the City Council's objectives and pursuing continuous improvement in service delivery.
16. To support the Conferencing and Events Officer to provide support/assistance to secure large-scale conferences to the City.
17. Support and contribute to the development of a Tourism and Destination Plan for Coventry, which aims to drive an increase in visitor footfall and spend within the City, to stimulate economic growth and new jobs within the sector and raise Coventry's profile as a destination of distinction.
18. Contribute to cross-team and corporate working within the Sports, Culture, Destination and Business Relationships Service; Economic Growth, Culture and Development Services; the wider Directorate and across the City Council, taking the lead on, and supporting, collaborative projects and Service priorities where appropriate.
19. Support and deputise for the Destination Management Officer – Information and Marketing, including in the preparation of presentations and reports and attendance at meetings.
20. Any other duties and responsibilities within the range of the salary grade.

The post holder must comply with Coventry City Council's health and safety policy and is required: -

- To take reasonable care for their own health and safety at work and of those who may be affected by their actions or by their omissions
- To cooperate with their line manager and senior management, to work safely, to comply with health and safety instructions and information and undertake appropriate health and safety training as required
- Not to intentionally or recklessly interfere with or misuse anything provided in the interests of health, safety and welfare
- To report to their manager any health and safety concerns, hazardous condition or defect in the health and safety arrangements.

Any further Health and Safety responsibilities relevant to this post will be set out in the offer letter and Written Statement of Particulars

The post holder must comply with the Interagency procedures of the Safeguarding Boards and Coventry City Council's policies for safeguarding children and safeguarding adults and is required: -

- To ensure they are aware of the signs that may suggest a child or vulnerable adult is being abused or neglected
- To report to their manager, or other appropriate manager, any concerns they may have that suggest that a child or vulnerable adult may be being abused or neglected immediately

Any further Safeguarding Board responsibilities relevant to this post will be set out in the offer letter and Written Statement of Particulars

Post holders will be accountable for carrying out all duties and responsibilities with due regard to the City Council's Equality, Diversity and Inclusion Policy.

Duties which include processing of any personal data must be undertaken within the corporate data protection guidelines.

Responsible for: N/A

Responsible to: Destination Management Officer – Information and Marketing

Date Reviewed: October 2017

Updated: July 2020



Coventry City Council

Person Specification

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Service:	Economic Growth, Culture and Development	Grade:	G4
Location:	Floor 11, One Friargate		

Area	Description
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Knowledge:	<ul style="list-style-type: none">• Good knowledge of the roles different organisations plays in developing and promoting destinations and destination management (e.g. Visit England, Destination Management Organisations, Tourist Information Centres, local authorities, venues and hospitality partners).
	<ul style="list-style-type: none">• Working knowledge of the destination and tourism industry – both leisure and business
	<ul style="list-style-type: none">• Good knowledge of marketing theory and practice.
	<ul style="list-style-type: none">• Excellent understanding of off-line marketing and digital technology, including website development and social media.
	<ul style="list-style-type: none">• Good knowledge of the principles and practices used to market destinations and locations for tourism.
	<ul style="list-style-type: none">• Good knowledge of partnership working and joint service delivery.
	<ul style="list-style-type: none">• Good knowledge of performance management techniques and an understanding of how these can be applied to destination marketing services.

Skills and Abilities:	<ul style="list-style-type: none">• Good verbal and presentational communication skills.
	<ul style="list-style-type: none">• Excellent written communication skills – for both hard copy and digital content.
	<ul style="list-style-type: none">• Ability to work sensitively in partnership with public and private sector organisations in a commercial environment.
	<ul style="list-style-type: none">• Able to work effectively with senior managers of public and private sector organisations.
	<ul style="list-style-type: none">• Strong analytical skills, for example, to identify the strengths and weaknesses of the City in relation to its competitors, to monitor and identify visitor trends across digital platforms and to market key strengths and opportunities.
	<ul style="list-style-type: none">• Able to evaluate programmes and projects against financial and performance criteria and make recommendations for future action.
	<ul style="list-style-type: none">• Able to manage personal time, priorities and conflicting deadlines.
	<ul style="list-style-type: none">• Excellent ICT skills, appropriate for the nature and level of post, including the ability to work effectively to drive and manage digital content and specific business tourism related software packages.

Experience:	<ul style="list-style-type: none"> • Experience of off-line and digital marketing in a tourism, communications or commercial environment. A proven track record of achievements gained within the field.
	<ul style="list-style-type: none"> • Experience of developing and improving services to customers through the use of digital technology and social media.
	<ul style="list-style-type: none"> • Experience of generating and editing direct content for various digital and off-line platforms. Experience of moderating and steering content for specific audiences.
	<ul style="list-style-type: none"> • Experience of generating income through partnerships and digital platforms, ensuring the fulfilment of service objectives and obligations.
	<ul style="list-style-type: none"> • Experience of the overall promotion of a venue or location for business and/or leisure tourism.
	<ul style="list-style-type: none"> • Experience of working through complex partnership programmes and projects to achieve a range of stakeholders' objectives and desired outcomes.
	<ul style="list-style-type: none"> • Experience of managing budgets and/or resources to generate income to ensure the successful fulfilment of service objectives and desired outcomes.

Educational:	<ul style="list-style-type: none"> • Higher qualification in a related subject, or equivalent experience.
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Special Requirements:	<ul style="list-style-type: none"> • Willing to work flexibly in relation to hours, including from time-to-time evenings, weekends and occasional overnight stays.
	<ul style="list-style-type: none"> • Ability to travel to meetings and events around the Coventry area, but also to travel nationally and internationally from time-to-time to support the delivery of Service outcomes.

Date Reviewed: October 2017

Updated: July 2020