

Job Description



Job Title:	Digital Marketing Apprentice – Destination Services	Job Number:	
Service:	Economic Growth, Culture and Development	Post Number:	1036321
Location:	Floor 11, One Friargate	Grade:	Apprentice

Job Purpose:

To provide digital and social media communications to promote and support the business, leisure, events and extended stay markets, 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 day visits, leisure breaks, business events and culture.

Main Duties and Responsibilities:

1. To promote Coventry as a destination of distinction by working closely with public, private and third sector partners to deliver new marketing resources and campaigns, supporting key business and leisure destination brands for the city and wider sub-region.
2. Support the team in the design and delivery of suitable destination and tourism promotional materials including brochures, magazines, e-newsletters, websites and social media content/initiatives – utilising current communication platforms and identifying new platforms for further content development.
3. To support the development and delivery of e-marketing campaigns.
4. Provide support to the Information & Marketing Officer in uploading city events to the Visit Coventry website and relevant social channels.
5. Create, update and maintain the data published on the leisure and business tourism and conference websites. This will include using content management systems.
6. To manage and maintain performance data supporting key platforms (e.g. websites, google analytics, Apps).
7. To support the design of presentations to a variety of audiences to raise the profile of Coventry's destination offer.
8. To support the Conferencing and Business Services Officer/s with the implementation, editing and maintenance of the online accommodation booking system, and to provide support/assistance to secure large-scale conferences to the City.
9. Support and contribute to the destination marketing 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.
10. Contribute to cross-team and corporate working within the Sports, Culture, Destination and Business Relationships Service; Economic Growth, Culture and Development Services; the Place

Directorate and across the City Council, taking the lead on, and supporting, collaborative projects and Service priorities where appropriate.

11. 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 in particular 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 in particular 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 Equal Opportunities Policy.

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

Responsible for: N/A

Responsible to: Senior Destination Officer

Date Reviewed: October 2020

Person Specification

Job Title:	Destination Digital Marketing Post	Job Number:	
Service:	Economic Growth, Culture and Development	Post Number:	1036321
Location:	Floor 11, One Friargate	Grade:	Apprentice

Area	Description
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Knowledge:	<ul style="list-style-type: none"> • Basic understanding of the economic impact tourism generates for destinations. • Awareness of the destination and tourism industry – both leisure and business tourism • Knowledge of digital technology, including website development and social media.
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Skills and Abilities:	<ul style="list-style-type: none"> • Good verbal and presentational communication skills. • Excellent written communication skills • Ability to work sensitively in partnership with public and private sector organisations in a commercial environment. • Strong analytical skills. • Excellent time management skills. • Good understanding and use of Microsoft packages
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Experience:	<ul style="list-style-type: none"> • Knowledge and experience of social and business social media platforms. • Knowledge of how digital media can enhance a visitor's experience in a destination. • Experience of generating and editing direct content for various digital and off-line platforms. Knowledge and awareness of moderating and steering content for specific audiences. • Experience/Knowledge of websites and editing/maintaining them.
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Educational:	<ul style="list-style-type: none"> • GCSE or equivalent English (Grade 4/C) • GCSE or equivalent Maths (Grade 4/C)
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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. • Willing to undertake the Marketing Executive Level 4 apprenticeship qualification. • Ability to travel to meetings and events around the Coventry area, but also to travel nationally from time-to-time to support the delivery of Service outcomes.
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Date Reviewed: October 2020

Updated: October 2020