Job Title:  **Tourism Manager**

Reports To: Beverley Churchill/Ian Stazicker @ Churchill Husband

Based At: Churchill Husband offices and Coal Drops Yard

**SUMMARY:**

The Tourism Manager is required to support the implementation of the Coal Drops Yard strategy, helping drive increased tourism visitation and spend through our key strategic partnerships.

**KEY RESPONSIBILITIES:**

* Support the implementation and execution of the defined tourism strategy plan for Coal Drops Yard.
* Continually provide input to refine and develop the existing plan.
* Attend regular meetings with UK based tourism partners and join conference calls with overseas based partners.
* Provide monthly updated partner pipeline and implementation plan for new partners.
* Work with domestic Tour Operators and Travel Trade partners to maximize domestic and international tourism to the Village, including but not limited to, inbound tour operators, domestic tour operators, hotels, concierges, transportation companies, financial services and lifestyle businesses.
* Work with other strategic partners such as tax refund operators and payment providers.
* Support the development of customer services to include welcome/information centre, shipping services and other to be defined.
* Provide input into the creation, implementation and distribution of tourism products to attract international visitors.
* Maximise communication channels for all seasonal campaigns.
* Attend regular catch up calls with direct reports.
* Provide comprehensive monthly report on all activities to be shared with all key stakeholders in the Churchill Husband and Coal Drops Yard teams.
* Work with all key tourism associations to position Coal Drops Yard as a “must visit” shopping tourism destination in London.
* Distribute content for Travel Trade Press Releases.
* Liaise with brands/stores to develop offer and promotions for tourism partners
* Work on developing a calendar of events to be held in Coal Drops Yard.

**SKILLS AND QUALIFICATIONS REQUIRED:**

* Strong working knowledge of the inbound UK tourism market
* Experience in working with key inbound markets of China, South East Asia, US, Middle East and Europe
* Proven ability of implementing multi layered strategic commercial partnerships
* Good working knowledge of the OTA and travel research/review space
* Experience in working with major tourism association partners
* Knowledge of the shopping tourism segment would be an advantage
* Able to work individually and as part of a multi-dimensional team.
* Good verbal, written, and interpersonal communication skills.