

## **VISITOR MARKETING & COMMUNICATIONS OFFICER**

### **JOB PROFILE/DESCRIPTION**

#### **IDENTIFYING FACTS**

Post Number:

Post Title: Visitor Marketing & Communications Officer

Section: 'Tourism & Visitor Economy Department'

Responsible to: Strategic Tourism & Visitor Economy Manager

Subordinates: n/a

Directorate: Operations and Commercial

Grade: H (Full Time, Permanent)

#### **1. JOB PURPOSE**

To assist the Strategic Tourism & Visitor Economy Manager and Department in the delivery of creative, effective and productive tourism/visitor related activity, as well as the ambitious 'Tourism & Visitor Economy Strategy', and fulfil a supportive role in helping to promote Dover District as a 'Great Place to Live, Work, Visit, Learn and Invest'.

As directed by the Strategic Tourism & Visitor Economy Manager, the 'Visitor Marketing & Communications Officer' will actively support, co-ordinate and implement the promotion, marketing and communications, on-line and off-line, of White Cliffs Country (Dover District) to a local, regional, national and international audience. The post-holder will also assist in engaging and working with current White Cliffs Country providers and businesses, as well as other Dover District Council Departments, to maintain and progress all related marketing developments to maximise every connected opportunity emerging from the district's current and future provision.

The 'Visitor Marketing & Communications Officer' will assist and provide support, liaison, co-ordination and delivery of:

#### **Key Areas:**

- White Cliffs Country website operations and management
- White Cliffs Country social media channel operations and management
- White Cliffs Country marketing, advertising and communication operations
- Departmental copywriting, proof-reading, photography and videography
- Related industry support and liaison
- Related analysis and reporting duties

## **2. MAIN RESPONSIBILITIES**

### **White Cliffs Country website:**

- To regularly update, develop and manage the White Cliffs Country website, via Dover District Council's content management system (CMS), and ensure that the website is always on-brand, relevant, accurate, informative and productive.
- To work with Dover District tourism/visitor providers, events and businesses to source, input and update appropriate information, imagery and video for White Cliffs Country website use.
- To ensure that the website is fully search engine optimised.
- To collate, track and record website usage, using appropriate website analytics tools, and provide monthly statistical reports to the Strategic Tourism & Visitor Economy Manager.
- To collate and analyse statistical website data and review industry best-practice to advise and recommend website developments to improve the website's productivity.
- To write for and edit the website with all available materials (such as text, images, videos, pdfs, downloads and hyperlinks) to ensure the websites reach, interest, accuracy, inspiration and 'call to action' to the identified audience.
- Assist with the growth of key White Cliffs Country databases for the development of tourism-based marketing and communications.
- To undertake any other tourism/visitor website projects that are developed in due course.

### **White Cliffs Country social media channels:**

- To regularly update, develop and manage the White Cliffs Country social media channels (including Facebook, Twitter and Instagram) and ensure that all key channels are always on-brand, relevant, accurate, informative and productive.
- To update, develop and manage a new (to be added) White Cliffs Country YouTube channel and ensure that it is always on-brand, relevant, accurate, informative and productive.
- To collate, track and record social media channel usage, using appropriate analytics tools, and provide monthly statistical reports to the Strategic Tourism & Visitor Economy Manager.
- To collate and analyse statistical social media channel data and review industry best-practice to advise and recommend social media channel developments to improve productivity.
- To write, create content and distribute White Cliffs Country social media posts, including appropriate available materials as required (such as text, images, videos, pdfs, downloads and hyperlinks), to ensure the channels reach, interest, accuracy, inspiration and 'call to action' to the identified audience.
- To re-post relevant and appropriate White Cliffs Country related content, posted by external parties and providers, to the White Cliffs Country social media channels, to ensure the channels reach, interest, accuracy, inspiration and 'call to action' to the identified audience.
- To undertake any other tourism/visitor social media projects that are developed in due course.

### **White Cliffs Country marketing, advertising and communications:**

- To assist, co-ordinate, research, report on and deliver a variety of short- and long-term White Cliffs Country tourism and visitor marketing campaigns and communications as directed by the Strategic Tourism & Visitor Economy Manager.

### **White Cliffs Country copywriting, proof-reading, photography and videography:**

- To provide copywriting and editing support to the Tourism & Visitor Economy Department and regarding its promotional materials.
- Working with DDC's PR & Communications Department, to co-write and manage tourism and visitor-based press releases and supporting material; include co-ordination of related press calls.
- Working with DDC's Design & Print Department, to manage the tourism image and video library for website, social media, marketing, advertising and promotion.
- Working with DDC's Design & Print Department, to undertake White Cliffs Country photography and videography as appropriate and required to do so.
- To work with Dover District providers to source appropriate promotional imagery and video for White Cliffs Country promotional use.

#### **Industry Support and Liaison:**

- To develop positive working relationships with industry partners in Dover District and establish as a point of contact.
- To provide industry website, social media and marketing training to industry partners in Dover District as appropriate and when required.
- To attend relevant meetings.
- To work closely and confidently with both internal and external contacts, partners and departments to support tourism and visitor initiatives in Dover District as required to do.
- To liaise and work with official tourism bodies as required.
- To answer enquiries from the industry and public – in person, by email, telephone, Twitter and Facebook.

### **3. OTHER GENERAL RESPONSIBILITIES**

- Assist in the review and updating of the 'Tourism & Visitor Economy Department' Action Plan each year in the light of emerging tourism/visitor trends.
- Assist in maximising the economic, social and cultural potential of all District events; for example, the 149<sup>th</sup> Open in July 2020 - one of the UK's biggest sporting events.
- Assist in the delivery of Dover District Council's corporate objectives.
- Work in accordance with Dover District Council's Policy.
- To undertake training and development as required.
- To keep abreast of tourism best practice and identify new prospects and opportunities relating to marketing, advertising, website and social media progression within the district.
- To work closely, as required, with other Dover District Council officers to identify and exploit opportunities to enhance and promote the unique diversity of the District's tourism and events offer.
- To work with the wider Tourism and Visitor Economy Department and other appropriate Council Departments, as required, to ensure that all specific visitor focused projects and opportunities are promoted rigorously and effectively.
- To facilitate and embrace change within the Department, as required, in order to allow it to evolve and progress in order to achieve its full potential; including, but not limited to changes in information systems and new technology.
- To undertake such other duties and tasks appropriate to the duties of the post and grade.
- The above list of key duties in this job description should not be regarded as exclusive or exhaustive.

#### 4. PERSON SPECIFICATION

<b>Technical &amp; Professional</b>
<ul style="list-style-type: none"><li>• Excellent organisational, written and verbal communications skills are required, with confidence to liaise and build effective relationships with external parties and stakeholders.</li><li>• Experience in a related field/role.</li></ul>
<b>Knowledge</b>
<ul style="list-style-type: none"><li>• Proven tourism/visitor marketing, website and social media credentials with experience in a business-to-consumer commercial environment.</li><li>• Excellent customer service skills.</li><li>• Good commercial sense with effective negotiating skills.</li><li>• Knowledge of local government and an appreciation of the challenges and opportunities arising from partnership working.</li><li>• Knowledge of Dover District and the local area.</li></ul>
<b>Qualifications</b>
<ul style="list-style-type: none"><li>• Degree level (desirable) and/or marketing, website or social media related qualification.</li><li>• 2/3 or more years' related experience.</li><li>• Full driving license and access to a vehicle.</li></ul>
<b>Communication</b>
<ul style="list-style-type: none"><li>• Listens to others</li><li>• Is approachable</li><li>• Appreciates the views of others</li><li>• Communicates information in a way that is understood</li><li>• Adopts an open-door approach</li></ul>
<b>Managing/Accepting Change</b>
<ul style="list-style-type: none"><li>• Participates in planning the implementation of change initiatives</li><li>• Suggests potential improvements in work practices</li><li>• Reacts positively and flexibly to change</li><li>• Explains reasons for change to internal and external customers</li><li>• Encourages ideas for change from the team</li></ul>
<b>Teamwork and Recognition</b>
<ul style="list-style-type: none"><li>• Is focused on the achievement of team objectives</li><li>• Respects different views, values and opinions</li><li>• Participates as a team player</li><li>• Solicits input from other team members</li><li>• Encourages and supports other team members</li></ul>
<b>Managing Performance</b>
<ul style="list-style-type: none"><li>• Takes responsibility for managing own performance.</li></ul>
<b>Motivating and Developing People</b>
<ul style="list-style-type: none"><li>• Provides support or direction, as required to do so.</li></ul>
<b>Continuous Improvement</b>
<ul style="list-style-type: none"><li>• Takes an active interest in the organisation to better inform decisions</li><li>• Actively keeps themselves up-to-date of relevant changes within the organisation</li><li>• Deals well with unpredictable problems</li><li>• Demonstrates a willingness to take on issues that do not fall within their remit</li><li>• Pro-actively provide information to other departments that affects them</li></ul>

- Develops relationships throughout and outside the organisation to improve and share learning

**Customer Focus**

- Communicates a positive and genuine interest in their role and the organisation in their interactions with others
- Treats 'customers' with respect and sensitivity at all times
- Understands the diverse needs of the community and endeavours to tailor the services to meet those needs
- Deliver what is promised and be accountable
- Ability to flex style to meet customer requirements