



## Marketing & Communications Executive

UKinbound is seeking a Marketing & Communications Executive to join their team and deliver a wide variety of marketing and communications activity for the Association and its members. This is an exciting London-based role with the fantastic opportunity to work closely with some of the UK's best known tourism brands and be at the forefront of industry developments. You will be instrumental in helping members to maximise their business opportunities through our marketing channels, as well as raising the profile of UKinbound to the wider industry.

In addition to marketing, you will also be involved in an exciting variety of activities, including lobbying campaigns and events, and will have regular opportunities to travel around the UK on familiarisation visits and other regional events.

The successful candidate will be an articulate and confident communicator, with an eye for design, excellent attention to detail, and an interest in digital marketing and using data to inform strategy.

### Key responsibilities:

- Supporting Head of Marketing & Communications to deliver marketing and communications activity that provides value for UKinbound's members and the Association
- Regular communication of the latest member news, industry updates, upcoming events, business opportunities and Association activities via digital and print marketing channels
- Day-to-day management of digital marketing channels:
  - UKinbound website
  - Email marketing communications to internal (member) and external (non-member) databases
- Day-to-day management of social media channels (Twitter, LinkedIn, Facebook) to:
  - Raise profile and increase engagement amongst wider industry, media and public
  - Promote UKinbound's activities and events and that of its members
- Supporting Head of Marketing & Communications to produce print publications including:
  - External facing marketing collateral such as booklets and event displays
  - Publications such as the Members Directory, A Year in Review, UKinbound at WTM, UKinbound at ATM and the UKinbound map
- Revenue generation via securing and producing bespoke mailings, providing support on sponsorship opportunities and Events commercialisation
- Securing content for magazine columns, newsletters and print publications
- Regular reporting on digital analytics and using insights to inform strategy
- Supporting Head of Marketing & Communications in producing video and photography for PR and marketing purposes, working in partnership with the Head of Public Affairs where needed

- Supporting the Events team to market events, deliver social media activity during events and providing on-the-ground support – some evening working required
- Supporting the wider team wherever necessary
- Demonstrate UKinbound values at all times

**Person Specification:**

- Background in communications, marketing, PR or similar (degree or relevant experience)
- Excellent written and verbal communication skills, highly articulate
- Highly organised, ability to prioritise and multitask
- Good eye for visual design and imagery, experience of graphic design tools desirable
- Excellent attention to detail
- Proactive, can-do attitude
- Experience of CMS systems
- Experience of digital analytics tools
- Familiar with social media
- Ability to work evenings and occasionally travel away from home for a number of days for industry events
- Experience of UK inbound tourism industry would be a bonus

**About UKinbound:** UKinbound is the only trade association representing inbound tourism – the UK's 5<sup>th</sup> largest export industry and 3<sup>rd</sup> largest employer. Our mission is to help our 300+ members manage successful, profitable businesses that are part of a vibrant and sustainable inbound tourism industry via a programme of events connecting buyers and suppliers in the travel trade. We also provide marketing opportunities, seminars, and access to the latest industry insights. In addition, we lobby Government on key issues including taxation, visas and Brexit, and engage with media to raise the profile of inbound tourism and highlight its importance to the UK economy.

**Salary:** £25,000

**How to apply:** Please send your CV and a covering letter to Kelly Strong at [kelly@strongrecruitment.co.uk](mailto:kelly@strongrecruitment.co.uk) by Friday 11 March.