

## Northern Warwickshire Tourism

### ROLE DESCRIPTION

**Job Title:** Marketing and Membership Officer (Self Employed)  
(P/T 1 year fixed term contract, subject to review)

**Responsible to:** Chair

**Accountable to:** Committee

**Job Summary:** To advocate for, and raise the profile of, Northern Warwickshire as a visitor destination. To support the development and effective administration of Northern Warwickshire Tourism's (NWT) membership, by raising awareness and recruiting new members.

#### Tasks and Responsibilities:

1. To relaunch NWT with a new membership prospectus, in consultation with current and prospective members
2. To implement an annual destination marketing programme on behalf of NWT and partners
3. To raise awareness of Northern Warwickshire as a visitor destination, and of NWT as the prime promotional agency for the area
4. To increase membership of NWT by recruiting new members
5. To ensure annual invoices are issued on time, handling payment queries and chasing payments as necessary
6. To assist in the creation and updating of membership and marketing materials ensuring their accuracy especially for use on the Website and Social Media
7. To support the Committee at local events helping to promote NWT and assist with general membership engagement activities
8. To plan and organise member networking meetings with relevant topics and external speakers which are of common interest to members
9. To facilitate opportunities for members to be included in regional and national tourism initiatives
10. To provide activity reports for Committee Meetings as and when required

11. To agree targets and report back to Warwickshire County Council, North Warwickshire Borough Council and Nuneaton & Bedworth Borough Council on progress, preparing timely monitoring reports.

### **General**

- Confidentiality of members and committee meetings is paramount
- To be willing to undertake flexible hours as and when required, which may include evening and weekend duties
- Possession of a valid driving licence and access to a vehicle is essential
- Whilst some hot desk accommodation may be available within Borough Council offices, the postholder will mainly be expected to work from a suitably equipped home office
- This job description is subject to periodic review with the post holder and may be reviewed as service requirements change

### **Skills Required**

- Ability to work self employed
- A self-motivated individual who is eager to succeed and well organised
- Proven marketing skills
- Willingness to approach potential members via telephone, email and face to face
- A good knowledge of Microsoft Office and an ability to assist members with their website and event entries (training available)
- An ability to communicate well at all levels
- An ability to provide interesting and creative themes and ideas to aid promotion
- An understanding of the role that tourism plays in the local economy, and its importance for local businesses and organisations

Updated: 2 September 2019