



**VISITWILTSHIRE / GREAT WEST WAY
MARKETING AND PARTNERSHIPS ASSISTANT**

JOB DESCRIPTION

Reporting To:

Marketing Manager, VisitWiltshire

Main Job Tasks and Responsibilities

To provide general support across the VisitWiltshire team, assisting in all business areas including partnerships, marketing, travel trade, PR, Great West Way project and finance.

Marketing, travel trade and PR

- Managing and updating the databases and CRM system
- Collation and distribution of press packs, trade packs, leaflet requests, meeting notes etc.
- Assisting marketing department with print and digital projects, including updating website records and social media channels
- Contacting partners by phone and email about fam visits, PR coverage, campaign and print advertising.
- Advertising sales and maintaining accurate records of advertising space sold, price sold for and reasons for non-sales.
- Attending events and fam visits as required.

Partnerships

- Maintaining accurate records of all communications and partner activity
- Contacting partners by phone and email about renewals
- Following up on outstanding invoice payments by telephone and email.
- Sourcing and contacting potential new advertisers/partners
- Liaising with accounts department regarding purchase orders and invoice to be raised.
- Organizing and attending meetings and events as required

General

- Providing general office support
- Additional duties as required

Skills and Attributes Required:

- Excellent interpersonal skills – including patience and tact
- Excellent communication skills – both written and spoken
- Friendly and approachable manner

- A self-starter able to use own initiative, common sense and responsibility for any given task
- Excellent organisational skills – including an eye for detail and the ability to maintain accurate records
- Excellent IT skills with in depth understanding of Microsoft office - and experience of Mailchimp or other e-mail marketing system.
- Knowledge and experience of using databases and/or CRM systems as effective tools for communication and partner engagement
- Knowledge of updating content management systems and social media
- The ability to cope with pressure, juggle multiple priorities and deliver to deadlines
- An enthusiastic team player
- Flexible attitude to work
- Good understanding of Wiltshire's tourism product.

Location: Salisbury based

Other: To apply email your C.V. and a covering letter detailing your relevant experience and current salary to fionaerrington@visitwiltshire.co.uk. Applications should be received no later than 1 May 2018. Interviews will take place on 8 May 2018.

Salary: £19,000 - £20,000. per annum.