

## Job Description

<b>Job Title:</b>	Tourism Marketing Manager
<b>Team:</b>	Tourism
<b>Classification:</b>	Manager
<b>Reports to:</b>	Senior Tourism Marketing Manager
<b>Classification of Line Manager:</b>	Manager
<b>Number of Direct Reports:</b>	2 (1 to be recruited)

### **Job Purpose**

Birmingham 2022 is a golden opportunity not just for the West Midlands but for the UK. With a third of the world's population tuning in, this is a chance to show that post-EU Exit Britain is open for business, to support economic recovery from COVID-19 and to provide a shop window for Britain's economic engine.

London 2012 and previous Commonwealth Games demonstrate the potential to drive tourism, trade and investment alongside the sport and culture. Funding has been secured to deliver a major programme to attract visitors, investors and events to the West Midlands and the UK and grow export opportunities. This will be delivered in partnership at regional and national level, with funding secured in the Spring 2020 Budget and match funding from the West Midlands Combined Authority (WMCA).

A central programme team supports the programme delivery partners (West Midlands Growth Company (WMGC), Department for International Trade (DIT) and VisitBritain (VB). Based in central Birmingham at the WMGC offices on Centenary Square, the team will delivery cross-cutting activity and ensure integration within the programme, with the Birmingham 2022 Organising Committee (OC) and with relevant regional / national initiatives.

The programme has a core set of markets (UK, Australia, Canada, India, Singapore and Malaysia) and audiences including Commonwealth leaders, investors, event organisers and leisure visitors. Alongside the core budget, the programme will be amplified through working with sponsors, with IP forming part of their rights packages. The primary markets for the tourism programme are the UK, Australia, Canada, and India.

The Senior Tourism Marketing Manager is responsible for the strategic direction, planning and delivery of programme-specific campaign and marcomms development activity, and business as usual through leisure and business website and social media channels. The breadth of destination marketing will be covered by this role, from strategic relationship development, B2C and B2B marketing, domestic and international campaign management, brand application, trade and press events, press and PR, website and digital development and management and social media strategy.

### **Our people and our offices**

The West Midlands is an exciting, vibrant and diverse region and the West Midlands Growth Company aims to reflect this in all that we do. Our objective is that our work, services and employment practices will promote a positive impression of the region, and we will take every step to minimise or eliminate outdated preconceptions and stereotypes.

West Midlands Growth Company whole-heartedly supports the principle of equal opportunities in employment and opposes all forms of unlawful or unfair discrimination on the grounds of colour, race, nationality, ethnic or national origin, sex, disability, age, religious belief, sexual orientation or marital status.

We believe that it is in the company's best interests and of all those who work in it to attract, retain and develop a diverse pool of talent. We therefore seek to ensure that the human resources, talents and skills available throughout the community are considered when employment opportunities arise. We believe it is essential to the company's success to enable employees of all backgrounds to reach their full potential by encouraging a working environment that is inclusive to all.

To this end and within the framework of the law we are committed, wherever practicable, to achieving and maintaining a workforce which broadly reflects the local community in which we operate.

This is a remote working opportunity until a date is agreed for the West Midlands Growth Company workforce to return to the usual place of work at Baskerville House, Birmingham.

Our priority is to keep all our employees safe and well during this time. We will be working remotely for the foreseeable future, and we are doing everything we can to ensure all our employees can enjoy a comfortable remote working space.

### **Main responsibilities and key activities**

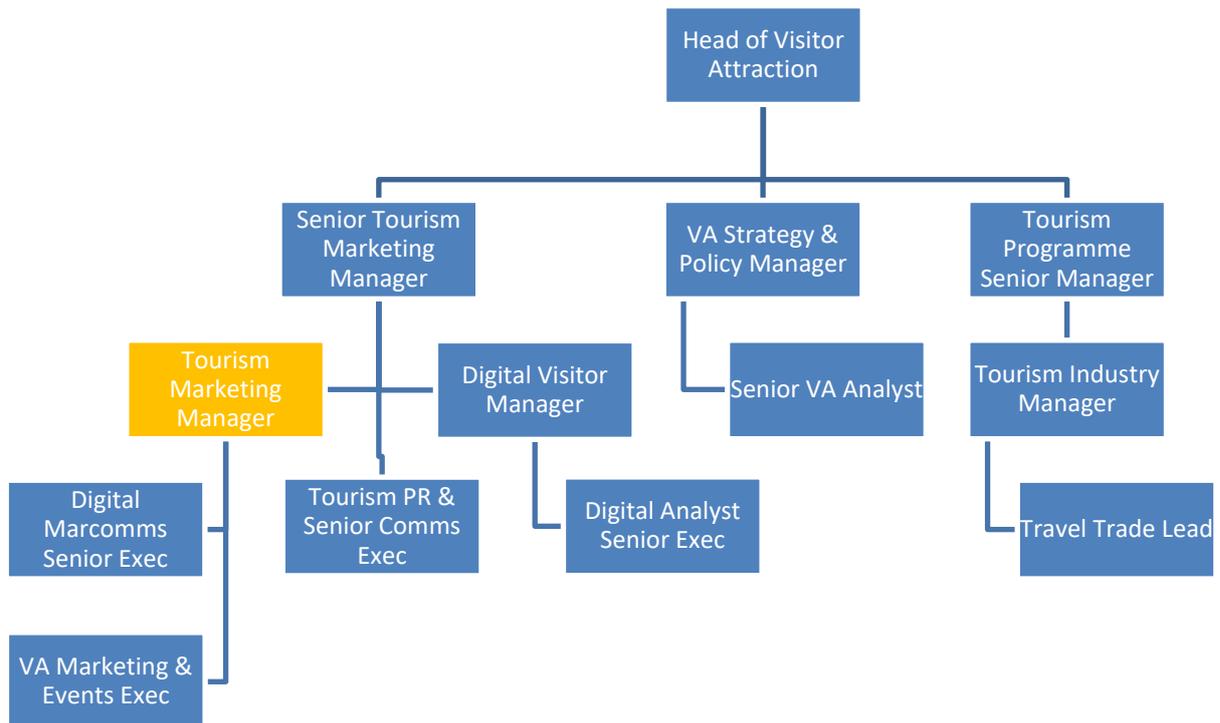
- A passion for destination marketing and communications, underpinned by research and intelligence and focused on measurable outcomes.
- Managing destination marketing and communications across business and leisure tourism sectors in the West Midlands
- Support the Commonwealth Games Business and Tourism Programme tourism marketing strategy and delivery, assisting the digital visitor platform development, domestic and international cultural campaign work packages
- Supporting procurement processes including tendering for services to deliver required project activity, managing contracts and working alongside the contracted suppliers to ensure project-specific deliverables
- Manage accounts and integrated campaigns/projects, ensuring all work is proof-read, complies with brand and has been signed off by WMGC account lead
- Manage budgets and overall time allocation, ensure clients are serviced within budget
- Internal stakeholder engagement to ensure delivery is on-track across the leisure and business tourism programme, working with the brand and events managers, and dovetailing activity across the inward investment team
- Manage and maintain close working partnerships with VisitBritain and CWG Organising Committee marketing teams for the successful delivery of the business and tourism programme marketing outputs and outcomes.
- External stakeholder management with the seven West Midlands Local Authority destinations plus DMOs and cultural partners
- During the approach to, and delivery of Games time planning and delivery, engender close working relationships with city stakeholders including Business Improvement Districts, trade bodies and Transport for the West Midlands marketing teams.
- Support activity to refresh, develop and manage the core visitor economy marketing channels and campaigns including visitbirmingham, meetbirmingham and makeitwm.com
- Supporting work with internal teams to achieve successful outcomes in marketing and communications, research, monitoring and evaluation

- Report against key milestones, deliverables, and outputs, providing evidence as required by DCMS and WMCA to draw down funding, as required by the Programme Management Office team
- All aspects of line management responsibilities to include recruitment, communication and engagement, performance management, development and coaching activities

## Dimensions

**Travel:** attendance at events / meetings within the UK and internationally may be required

### Programme team structure:



### Key relationships:

- Head of Visitor Attraction
- Senior Tourism Marketing Manager
- Digital Visitor Manager
- Tourism Programme Manager
- Brand Manager
- Events Manager
- Senior Business Tourism Manager
- The OC marketing team
- VisitBritain marketing team

Key Skills and Competency Requirements		
Area	Essential	Desirable
<b>Qualifications</b>	<ul style="list-style-type: none"> <li>Professional marketing qualification, relevant degree, or equivalent experience</li> </ul>	<ul style="list-style-type: none"> <li>Evidence of continuous professional development</li> </ul>
<b>Skills and attributes</b>	<ul style="list-style-type: none"> <li>Evidence of delivering strategic and tactical marketing campaigns underpinned by, and responsive to, research</li> <li>Excellent relationship and account management skills</li> <li>Ability to work in a fast-paced environment and manage a complex stakeholder network</li> <li>Deliver multiple projects, self-motivated and deadline-driven</li> <li>Ability to manage agencies, write comprehensive briefs and manage them to deliver campaigns</li> <li>Looking past Games time, identify opportunities to maximise campaign activity through external funding sources and partnership work</li> </ul>	<ul style="list-style-type: none"> <li>Evidence of working in a fast-paced B2C and/or B2B marketing environment with campaign and project management skills</li> <li>Creative thinker able to apply skills to achieve excellent outcomes</li> </ul>
<b>Knowledge and experience</b>	<ul style="list-style-type: none"> <li>Experience in delivery of the full marketing mix</li> <li>Experience in destination marketing, including campaign activity</li> <li>Account management / agency background and / or stakeholder engagement experience</li> <li>Knowledge of the West Midlands region</li> <li>Working in a multi-stakeholder / delivery partner environment</li> </ul>	<ul style="list-style-type: none"> <li>Experience of managing domestic and international visitor and tourism campaigns</li> <li>Experience of working with cultural sector partners</li> <li>Understanding of public procurement guidelines</li> <li>Event management experience</li> <li>Line management experience with development and coaching activity</li> </ul>

Our values	
<b>Working together</b>	We take pride in our approach to working together in a diverse, open and inclusive environment.
<b>Creative thinker</b>	We are creative and innovative in the work that we do, in our delivery and our outputs.
<b>Trusted partners</b>	We are a trusted partner – we work together with clients and stakeholders for the benefit of the region.
<b>Proactive leader</b>	We are proactive leaders continually striving for excellence, passionate about unlocking potential for the West Midlands.

Prepared by:		
Name	Job title	Date
Martin Clarke	Senior Marketing Manager	June 2021

