

**Job Description**

|  |  |
| --- | --- |
| **Job Title:** | Tourism Marketing Manager – Maternity Cover (13 Months) |
| **Team:** | Tourism |
| **Classification:** | Manager |
| **Reports to:** | Senior Tourism Marketing Manager |
| **Classification of Line Manager:** | Manager |
| **Number of Direct Reports:** | 0 |

|  |
| --- |
| **Job Purpose** |
| The West Midlands Growth Company plays an important role in supporting with the delivery of the West Midlands Combined Authority’s strategic plans. Our primary purpose is to attract investment, jobs, visitors and business to the West Midlands region. Aligning with local tourism partners, our focus is on growing numbers and revenues across both leisure and business segments, in order to develop and maximise the direct and indirect economic contribution of the tourism sector.  Birmingham 2022 Commonwealth was a golden opportunity not just for the West Midlands but for the UK. With a third of the world’s population tuning in, we showed Britain is open for business, supporting the economic recovery from COVID-19 and to providing a shop window for Britain’s economic engine.  The Business and Tourism Programme (BATP), currently in delivery, was developed to capitalise on the significant economic opportunities that the profile of the 2022 Commonwealth Games brought to the region.  The programme aims to create a long-term legacy by boosting perceptions of Birmingham, the West Midlands and the UK as world-class destinations for tourism. It targets domestic and overseas visitors, businesses and event organisers during a three-year project of business development and promotional activity. This continues to strengthen relationships with important overseas markets at a national and local level.  The Tourism Marketing Manager is responsible for planning and delivery of programme-specific campaign and marketing 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, social media strategy, and procuring and managing contracts. |

|  |
| --- |
| **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.  We will be working flexibly for the foreseeable future with approx. 2 rotating days in the office each week. |

|  |
| --- |
| **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 (meetings, incentives, conferences, and exhibitions) and leisure tourism sectors in the West Midlands  Support the legacy of the Commonwealth Games Business and Tourism Programme tourism marketing strategy and delivery, assisting the digital visitor platform development, domestic and international cultural campaign, travel trade, MICE and major sporting events 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  Writing creative briefs for in-house creative team and external agencies to deliver a variety of marketing collateral for both print and digital media  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  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  External shareholder management with the seven West Midlands Local Authority destinations plus DMOs and cultural partners  Support activity to refresh, develop and manage the core visitor economy marketing channels and campaigns including visitbirmingham.com, meetbirmingham.com, 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 funding agencies, as required by the Programme Management Office team |

|  |
| --- |
| **Dimensions** |
| **Travel**: attendance at events / meetings within the UK may be required  **Team structure:**  **Key relationships:**   * Head of Visitor Attraction * Senior Marketing Manager (Line manager) * Digital Visitor Manager * Senior Marketing Executive * Marketing Executive * Tourism Programme Manager * Marketing, Brand & Digital Services Lead * Senior Business Tourism Manager * Local Authority Tourism Officers |

|  |  |  |
| --- | --- | --- |
| **Key Skills and Competency Requirements** | | |
| **Area** | **Essential** | **Desirable** |
| **Qualifications** | * Professional marketing qualification, relevant degree, or equivalent experience | * Evidence of continuous professional development |
| **Skills and attributes** | * Evidence of delivering strategic and tactical marketing campaigns underpinned by, and responsive to, research * Excellent relationship and account management skills * Ability to work in a fast-paced environment and manage a complex stakeholder network * Deliver multiple projects, self-motivated and deadline-driven * Ability to manage agencies and in-house creative teams; writing comprehensive briefs and managing through to output * Flexible and adaptable to an ever changing Visitor Economy environment | * Evidence of working in a fast paced B2C and/or B2B marketing environment with campaign and project management skills * Creative thinker able to apply skills to achieve excellent outcomes * Digital & content marketing management and delivery |
| **Knowledge and experience** | * Experience in delivery of the full marketing mix * Account management / agency background and / or stakeholder engagement * Experience in writing creative marketing briefs for both digital and print media * Strengths in management and delivery of digital marketing campaigns and social media * Knowledge of the West Midlands region * Working in a multi-stakeholder / delivery partner environment | * Experience of managing domestic and international visitor and tourism campaigns * Experience of working with cultural sector partners * Understanding of public procurement guidelines * Event management experience * Line management experience with development and coaching activity |

|  |  |
| --- | --- |
| **Our values** | |
| **Working together** | We take pride in our approach to working together in a diverse, open and inclusive environment. |
| **Creative thinker** | We are creative and innovative in the work that we do, in our delivery and our outputs. |
| **Trusted partners** | We are a trusted partner – we work together with clients and stakeholders for the benefit of the region. |
| **Proactive leader** | 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 Tourism Marketing Manager | October 2022 |