



## **PR and Marketing Executive**

**Full Time (37.5hrs pw) £18k - £22k Dependant on Experience**

### **The Company**

Experience Oxfordshire is the Destination Management Organisation (DMO) for the county. We are the lead organisation for promoting and developing leisure, business and cultural tourism in Oxfordshire. Operating to not-for-profit principles, Experience Oxfordshire is a partnership organisation, actively engaged on a local, national and international level to grow the visitor economy.

The organisation is funded in part by its Partners who come from all sectors of the Oxfordshire economy including hotels, retails, events, transport and restaurants. We work with our Partners to collectively promote their products and services and grow the visitor economy across Oxfordshire through information provided in the Visitor Information Centre, marketing, media, travel trade and events.

Experience Oxfordshire is also active in the conferencing market through our Experience Oxfordshire Conferencing division. On behalf of the Partners, we promote the county to the Meetings, Incentives, Conferences and Events (MICE) market to increase sales and grow the business tourism market.

For more information on Experience Oxfordshire, visit;

[www.experienceoxfordshire.org](http://www.experienceoxfordshire.org)

[www.experienceoxfordshire.org/partner](http://www.experienceoxfordshire.org/partner)

[www.experienceoxfordshire.org/conferencing](http://www.experienceoxfordshire.org/conferencing)

## The Role

This broad ranging role is ideal for a person aspiring to develop their experience in the travel and tourism sector. We are looking for an ambitious person, aspiring to join a small team with big plans and someone who is keen to share ideas and help grow the business.

The role's primary responsibilities are:

1. Manage Experience Oxfordshire's PR activity.
  - Be the main contact for press enquiries and build good relations with local, national and international media outlets.
  - Write and distribute press releases to promote the work of Experience Oxfordshire.
  - Manage and promote partner press releases on the website and social media.
  - Keep abreast of developments in the visitor economy, travel trade and MICE sector.
  - To plan and arrange itineraries for travel industry and media familiarisation visits.
  - To proactively respond to trade and media enquiries.
2. Proactively respond to conference enquiries and liaise with Conference Partners accordingly.
3. Planning and production of printed literature to promote Partners and Experience Oxfordshire including the annual Oxfordshire Visitor Guide. These projects will involve the selling of advertising and sponsorship to Partners and Non-Partners of Experience Oxfordshire.
4. Work with the Head of Marketing and Development to:
  - Research and write reports for our partners using information from national bodies such as VisitEngland and VisitBritain.
  - Organise and manage Experience Oxfordshire's presence at travel shows.
  - Assist with planning and organising a schedule of partner meetings and networking events throughout the year.
  - Develop and deliver marketing campaigns in line with the overall marketing strategy.
5. Assist with the management of Experience Oxfordshire's websites and social media channels.
6. Be results focused ensuring revenue targets are achieved or exceeded.
7. To ensure overall brand guidelines and standards are adhered to in all marketing collateral and throughout the organisation.
8. Build good relationships with Experience Oxfordshire partners and stakeholders.
9. To undertake any such duties commensurate with the post as may be required.
10. To carry out all duties in line with Equal Opportunities policies in operation.

The role will require some evening and weekend work to attend meetings and events as requested by the line manager.

**Further Details:**

Responsible to: Head of Marketing & Development

Direct reports: None

Location: Oxford Visitor Information Centre, 15 – 16 Broad Street, Oxford OX1 3AS.

Salary: £18,000 to £22,000 pa depending on experience.

Communication:

Internally: Development and Marketing team, Partnership Manager and wider team.

Externally: Experience Oxfordshire partners, stakeholders, press and travel trade.

**Application Details:**

To apply for the role, email your CV and covering letter to [martin.walker@experienceoxfordshire.org](mailto:martin.walker@experienceoxfordshire.org) stating why you believe you are suitable for the role.

The deadline for applications is **12 noon on the 23<sup>rd</sup> November 2017**. Applications received after this time will not be considered.

Interviews will take place on **Wednesday 29<sup>th</sup> November 2017**.

**Person Specification:**

Factors	Essential or Desirable?	Assessment via *AF/IV/C
<b>Education/Qualifications</b>		
<ul style="list-style-type: none"> <li>Educated to GCSE/GNVQ level or equivalent by experience.</li> </ul>	<b>Essential</b>	<b>AF/IV/C</b>
<ul style="list-style-type: none"> <li>Educated to at least degree level or equivalent.</li> </ul>	<b>Essential</b>	<b>AF/IV/C</b>
<ul style="list-style-type: none"> <li>Professional qualification in marketing.</li> </ul>	<b>Desirable</b>	<b>AF/IV/C</b>
<b>Experience</b>		
<ul style="list-style-type: none"> <li>Minimum of 3 years' experience in a marketing and/or PR role.</li> </ul>	<b>Essential</b>	<b>AF/IV</b>
<ul style="list-style-type: none"> <li>Experience of working in the travel and tourism sector.</li> </ul>	<b>Desirable</b>	<b>AF/IV</b>
<ul style="list-style-type: none"> <li>Experience in collating Return on Investment (ROI) reports and tracking campaign performance.</li> </ul>	<b>Desirable</b>	<b>AF/IV</b>

<ul style="list-style-type: none"> <li>• Experience of strategic working with partners/ stakeholders.</li> </ul>	<b>Essential</b>	<b>AF/IV</b>
<ul style="list-style-type: none"> <li>• Experience of generating advertising income.</li> </ul>	<b>Essential</b>	<b>AF/IV</b>
<b>Skills/Knowledge</b> <ul style="list-style-type: none"> <li>• Experience of using social media channels as part of the marketing mix.</li> </ul>	<b>Essential</b>	<b>AF/IV</b>
<ul style="list-style-type: none"> <li>• Knowledge of using content management systems for updating websites.</li> </ul>	<b>Essential</b>	<b>AF/IV</b>
<ul style="list-style-type: none"> <li>• Project management skills.</li> </ul>	<b>Essential</b>	<b>AF/IV</b>
<ul style="list-style-type: none"> <li>• Excellent oral and written communication skills.</li> </ul>	<b>Essential</b>	<b>AF/IV</b>
<ul style="list-style-type: none"> <li>• Excellent planning and organising skills.</li> </ul>	<b>Essential</b>	<b>AF/IV</b>
<b>Personal Attributes</b> <ul style="list-style-type: none"> <li>• A positive attitude; someone who is keen to learn and suggest ideas.</li> </ul>	<b>Essential</b>	<b>IV</b>
<ul style="list-style-type: none"> <li>• Prepared to take on a broad range of tasks.</li> </ul>	<b>Essential</b>	<b>IV</b>
<ul style="list-style-type: none"> <li>• An ability to work effectively with a wide range of people and ability to prioritise.</li> </ul>	<b>Essential</b>	<b>IV</b>
<ul style="list-style-type: none"> <li>• Works well under pressure and to deadlines.</li> </ul>	<b>Essential</b>	<b>IV</b>
<ul style="list-style-type: none"> <li>• Ability to be resourceful and flexible in response to challenges.</li> </ul>	<b>Essential</b>	<b>IV</b>
<ul style="list-style-type: none"> <li>• Excellent attention to detail.</li> </ul>	<b>Essential</b>	<b>IV</b>
<ul style="list-style-type: none"> <li>• Experienced team player.</li> </ul>	<b>Essential</b>	<b>IV</b>

\*(AF = application form or CV, IV = interview, C = certificate)