# NewcastleGateshead Initiative

**JOB TITLE: Destination Marketing Executive**

**SALARY:** £22,250 per annum

**CONTRACT:** Full-time, permanent position (60/40 office / homeworking)

**RESPONSIBLE TO:** Destination Director

**JOB PURPOSE:** To deliver compelling stories about NewcastleGateshead through our website, email and social media, and to provide copy, info, images and video to key stakeholders to enable them to tell these stories too.

**PRINCIPAL RESPONSIBILITIES:**

1. Growing NewcastleGateshead’s audiences through engagement with our leisure social media channels and monthly What’s On email, including planning and delivering daily activity to ensure NewcastleGateshead’s followers and subscribers receive inspiring and timely content.
2. Keeping landing page and blog content on NewcastleGateshead.com up to date and writing new content to respond to search trends.
3. Regular monitoring of the leisure tourism website to ensure it continues to provide accurate visitor information and practical advice on visiting.
4. Responding to VisitBritain, tourism partners and other requests for info about the destination.

In this role, you will work closely with the destination content manager to deliver integrated destination content activity, as guided by our content strategy. Your work will help NGI to achieve the aims of the Destination Management Plan.

You will have specific responsibility for managing NGI’s internal image and video libraries. You will also deliver campaigns on our leisure channels for advertisers e.g. solus emails and website advertising and look for opportunities to increase revenues through our digital channels.

You will be a key point of contact for tourism and hospitality partners we work with, ensuring we represent them with accuracy and impact on our channels and keeping them up to date with the work we’ve done on their behalf.

You will be play an integral role in the following destination marketing projects:

* Content strategy, assets and toolkit
* Destination stories
* Destination partners and sector engagement
* Influencers, stakeholders and communities engagement

You will be invited to apply for roles in additional projects you have an enthusiasm for as and when they come along. These projects could fall under destination programmes or other programmes across NGI.

**PERSON SPECIFICATION**

|  |  |  |
| --- | --- | --- |
| **CATEGORY** | **ESSENTIAL** | **DESIRABLE** |
| **1. SKILLS, KNOWLEDGE AND APTITUDES** | * Strong practical knowledge of digital marketing tools and techniques.
* A demonstrable ability to develop and maintain strong and productive relationships with a range of contacts.
* Excellent copywriting, English language, communication and interpersonal skills.
* Excellent attention to detail.
* Knowledge of what NewcastleGateshead has to offer visitors.
* Professional and committed approach.
* Organised and excellent time manager.
* Strong administrative skills and PC literate.
* Strong presentation skills.
 | * Proficient with Mailchimp.
* Ability to create visually appealing graphics and documents, following brand guidelines.
 |
| **2. QUALIFICATIONS AND TRAINING** | * Graduate or equivalent.
 | * Professional marketing qualifications.
 |
| **3. EXPERIENCE** | * 2+ years’ experience in a digital marketing role.
* Experience of using website content management systems.
* Experience of using key social media platforms and tools.
* Experience working with suppliers and agencies.
* Experience using Miscrosoft Office programs: Word, Outlook, Excel, PowerPoint
 | * Marketing experience within the travel, tourism and hospitality sector.
 |
| **4. DISPOSITION** | * Able to work under pressure.
* Flexible, reliable and loyal.
* Personable.
* Creative.
* Team player.
* Conscientious.
* Positive attitude.
* Confident with an ability to negotiate.
* A self-starter and highly motivated to succeed.
 |  |