

The logo for Visit East of England, featuring the text "VISIT EAST OF ENGLAND" in white, uppercase, sans-serif font, centered within a solid black square.

VISIT
EAST OF
ENGLAND

Visit East of England: Visit Suffolk Coordinator

Freelance contract: May 2019 – April 2020

75 hrs per month. Monthly fee £1,250

The Job

The Visit Suffolk Coordinator will work with Visit East of England (VEE) and the Visit Suffolk Marketing Panel to promote Suffolk and attract national interest in the outstanding tourism offer in the county. We want people to visit Suffolk for the first time, to return, stay longer and explore further.

The marketing strategy for Visit Suffolk is set by the Marketing Panel, a network of marketing leads from the DMOs and key partners in Suffolk, who are working together to develop tourism in the county. It includes brand managers from All About Ipswich, Bury St Edmunds and Beyond, Discover Newmarket and Visit Suffolk Coast.

The postholder will work with the marketing panel to deliver campaigns that enhance existing DMOs activity and promote the areas and 'gap locations' that do not currently have DMOs.

The postholder will also help grow the audience and page impressions of the Visit Suffolk website and work with the VEE team and sales house Micropress/Countrywide Publishing to generate commercial revenue to move Visit Suffolk towards self-sustainability.

Visit East of England - Role: Visit Suffolk Coordinator

The Post

The Visit Suffolk Coordinator will be responsible for liaising with all key tourism organisations, gathering and preparing promotional copy, inputting all details onto the VEE/VS website and working with the marketing panel to put together thematic and 'time of year' packages. The purpose of this role is to populate the new VEE website and the Visit Suffolk site with the full range of outstanding year-round tourism activity and to coordinate campaigns to promote this content and drive an increase in volume and value of tourism to Suffolk.

This is a freelance contract. You will need your own work space and equipment. A laptop will be supplied. You will communicate with other VEE staff, and marketing leads in the DMOs via Skype, phone and email. However, it is expected that the postholder will also hotdesk at locations within Suffolk, either at DMO or partner offices in order to develop a better understanding of the offer and develop relationships with partners.

There will be some face to face meetings including the Marketing panel which meets every two months to develop plans and ideas and to report on achievements.

It is expected that the postholder will work with the newly appointed VEE Culture Co-ordinator and other VEE staff to ensure a co-ordinated approach to campaigns across the region.

Fee

This contract is for 75 hours a month, for 12 months. The fee is £1250 per month.

Starting Date

The post is available from May 2019 OR as soon as possible thereafter on a fixed term period for 12 months.

Contract

The post holder would be required to work at least 15 hours per week, flexible working will be considered. Some travel will be required to attend meetings. Travel expenses will be reimbursed. The contract will include an initial two-month probation period.

Location

Visit East Anglia is a virtual organisation therefore the post holder will be required to work from their own office or hotdesk at partner locations. Post holder will have use of a laptop linked to our IT support provider but will need their own internet access and phone.

Application and recruitment process

To apply for the post please email a covering letter and cv to Holly Loxam, holly@visiteastanglia.net. Please set out your interest in the job and please describe how you would approach delivering the role. Please detail your skills. The deadline for applications is 12 noon, Wednesday, May 22, 2019.

We will invite a shortlist to interview. Interviews will be held in late May/early June in Ipswich.

Please note that feedback will not be provided to those applicants who are not shortlisted for this post.

Referees

In naming referees in your application, you are requested to give only those who can immediately be approached and one of these must be your current employer, or a recent or current contractor. If not employed your most recent employer or previous contractor.

Interviews

First stage interviews will take place in Ipswich. Candidates who have not heard by this date should assume their application has been unsuccessful. Successful shortlisted candidates may be notified of their interview times by telephone and/or email.

Job description**Main duties and responsibilities:**

- To support a county wide brand (Visit Suffolk) and associated marketing campaigns that will assist existing DMOs and promote those areas that do not currently have DMOs.
- To develop dynamic and relevant content for the Visit Suffolk website, consumer e-communications, and social media channels, to grow audience, page impressions and engagement.
- To work with the VEE team and sales house Micropress/Countrywide Publishing to generate revenue for Visit Suffolk to become self-sustaining.
- To work with local Destination Marketing Organisations (DMOs) to promote the county's destinations.
- To work with VEE team on regional activity that will benefit Suffolk stakeholders.
- Provide a point of contact for enquiries relating to tourism in Suffolk, directing these to DMOs and partner organisations where appropriate, and using every opportunity to promote the tourism interests and products of the county.

- Working as part of the VEE team, you will be responsible for liaison with the Visit Suffolk Marketing Panel and other tourism organisations and networks in Suffolk.
- Keep abreast of digital innovation and opportunities in regards to visitor communication and marketing.

Website

- Day to day management of the visitsuffolk.com website and approved associate sites and platforms including social media platforms.
- Maintain and develop the site, including refreshing content, search engine optimisation and data analysis and management.
- Work with DMOs and partner organisations to create new content for website, social media and campaigns.
- Deliver regular competitions to grow the Visit Suffolk consumer database.

Marketing & Brand Management

- Attend and report back to Marketing Panel meetings.
- Work with Marketing Panel to deliver agreed campaigns.
- Carry out direct marketing activity including e-mail shots and newsletters using visitsuffolk.com and a variety of on and offline channels.
- Seek news stories and draft news items from partners for the blog and features section of the website'
- Attend meetings with Digital Advertising agency/freelancer as appropriate.

PR

- Co-ordinate PR enquiries and liaise with appropriate DMOs to provide responses.
- Liaise with VEE Team regarding shared use of TravMedia resource.
- Work with the DMOs to collate and manage responses to ad hoc press visits.

Research & Intelligence

- To liaise with the VEE team on the procurement of the annual Volume and Value report for Visit Suffolk and Suffolk districts.

The Visit Suffolk partners have set the following objectives which will inform the activities of the Visit Suffolk coordinator:

- Convert day trippers to stay visitors
- Promote a year-round visitor economy
- Advocate the county in its entirety to the market predominantly within 2-3 hours travel time
- Grow the audience of potential and actual visitors
- Use engaging content to counter the 'later, shorter' booking trend
- Maintain the brand and content and work with VEE to provide market intelligence
- Foster, facilitate and co-ordinate engagement with all tourism partners
- Plug destinations and signpost consumer interest

Person specification

Job Title: Visit Suffolk Co-ordinator

	Essential	Desirable
Experience of working within the Tourism sector	✓	
Experience managing complex projects with multiple partners, using diplomacy and persistence to make headway	✓	
Demonstrable passion for the visitor economy in Suffolk, preferably with experience of working for a tourism, arts or heritage organisation and with an established network within the sector	✓	
Good understanding of tourism in Suffolk, preferably having worked with key tourism partners previously	✓	
Experience, track record and knowledge of targeted, digital advertising	✓	
Project management skills	✓	
Copywriting skills	✓	
Experience of working with Microsoft Office, Word, Excel and Outlook	✓	
Experience of working effectively in a team		✓
Experience of prioritising tasks to achieve objectives		✓
Experience of working in a B2B role		✓
Interpersonal skills and the ability to work sensitively with different people's needs	✓	
Good communication skills in English Language	✓	
Organisational skills	✓	
Attention to detail	✓	
Self-motivated to work independently without close supervision	✓	

Special Circumstances

Willingness to be flexible by undertaking additional duties and at times working in different locations.

Some travel to different locations across Suffolk for meetings will be required alongside travel to Norfolk for VEE meetings.