



VisitNorwich is the destination marketing organisation for the Norwich area and it is the tourism destination marketing arm of **Norwich Business Improvement District** (NBID). We market the area locally, regionally, nationally and internationally. VisitNorwich's activities are funded by private and public sector contributions including NBID levy income, individual memberships and grant funding from Norwich City Council and South Norfolk Council. The aim is to make Norwich one of the UK's leading city area destinations, with a thriving visitor economy. VisitNorwich leverages the benefits of a partnership approach to destination marketing, this includes identifying new investment opportunities to maximise the potential to deliver against tourism growth objectives.

Job Description

Job Title: Marketing Executive (Maternity Cover, temporary up to 12 months)

Responsible to: Head of Tourism

Hours: 37.5 hours per week

Salary: Up to £24,000 per year, depending on experience

Major Job Objectives:

To be responsible for project managing marketing campaign work, especially digital content, and for creating campaign income through digital advertising sales opportunities and key account managing B2B customers.

Key Tasks:

- To undertake the main responsibility for content managing the Norwich the City of Stories tourism destination blog site, including preparation of four thematic story posts per week.

- Contribute to the scheduling and preparation of thematic content on Norwich BID / VisitNorwich's social media channels.
- To undertake the main responsibility for producing the 2018/19 edition of the Norwich Shopping and Attractions Map, including advertising sales, commissioning design and print, and the distribution of the project.
- Selling advertising and other opportunities for participation in campaigns, including digital and print listings.
- Working with marketing / creative agencies employed by Norwich BID / VisitNorwich in accordance with campaign requirements.
- Key account manage the members of VisitNorwich and Norwich BID participating in campaigns, especially in the accommodation, hospitality and attractions sectors, including membership recruitment and additional sales opportunities.
- Content manage digital listings, copy and image content, for key accounts.
- Work with colleagues to raise advertising invoices and pay incoming invoices.
- Provide reports to the head of tourism on marketing campaign performance and activity against plan.
- Undertake any other duties within the broad spectrum of the above activities as may be appropriate.