



## Marketing Executive (Maternity Cover) - VisitNorwich Person Specification

In short-listing and interviewing candidates, the panel will be looking for the following:

<b>Knowledge</b>	<b>Essential</b>	<b>Desirable</b>
Good understanding of marketing, especially digital, and its application to tourism promotion	✓	
Understanding of the role of tourism in relation to the broader economy		✓
Good knowledge of the principles of promoting the tourism sector		✓
Good contacts within the local tourism industry		✓
<b>Qualifications</b>		
Educated to degree level		✓
Professional qualification in marketing		✓
<b>Experience</b>		
Proven track record of developing and delivering consumer marketing campaign work	✓	
Proven track record of writing copy and proof reading	✓	
Proven track record of product sales, and working to sales targets	✓	
Experience of digital content management	✓	
Experience of project managing printed campaign collateral	✓	
Experience of developing, and working to, campaign budgets	✓	
Experience of working with multiple partners		✓
<b>Skills</b>		
Excellent project planning skills	✓	

Excellent written and verbal skills	✓	
Excellent proof reading skills and an eye for detail	✓	
Excellent telephone manner, including the ability to explain propositions, negotiate terms and close sales on the phone	✓	
Excellent interpersonal skills including the ability to negotiate and gain the confidence and respect of external and internal contacts	✓	
Excellent organisational and administrative skills, the ability to manage priorities, work well under pressure and meet deadlines	✓	
Fluent standard of computer literacy (Outlook, Word, Excel)	✓	
Knowledge of customer databases		✓
<b>Personal attributes</b>		
High degree of commitment	✓	
Motivated by success	✓	
Methodical and tenacious (in approach to sales targets)	✓	
Imaginative and creative but focused on delivery	✓	
Enjoyment of collaboration to achieve success	✓	
Thrives on being part of a successful team	✓	