

SEFTON METROPOLITAN BOROUGH COUNCIL

JOB DESCRIPTION

<u>Department:</u>	Economic Growth & Housing	<u>Location:</u>	Agile/Southport
<u>Division:</u>	Tourism	<u>Post No:</u>	TBC
<u>Post:</u>	Destination Marketing Executive	<u>JE No:</u>	A5176
<u>Grade:</u>	G		

Responsible to: Destination Marketing Manager

Responsible for: N/A

Job Purpose

To help develop and execute marketing strategies that enhance the visibility, appeal, and reputation of the destination, driving visitor numbers, economic growth, and community engagement.

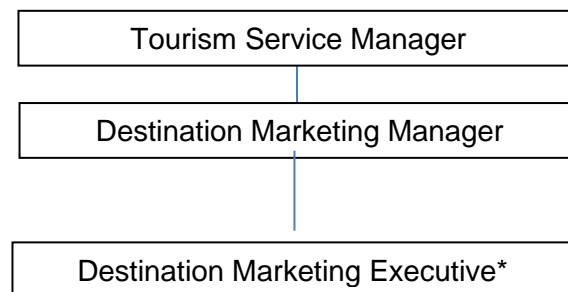
Driving ticket sales for the major events by ambitious and innovative marketing campaigns.

Main Duties

- Co-ordinate the development and implementation of a comprehensive marketing strategy for Sefton Destinations, working collaboratively with key public and private sector stakeholders to encourage new visitors and businesses into the area.
- Deliver ambitious marketing campaigns to help raise, encouraging inward investment, economic growth, and the visitor economy.
- Co-ordinate the creative development of promotional materials, website content, advertisement etc, ensuring brand guidelines are adhered to.
- Assist in the design and deliver stand-out campaigns in support of the Place Strategy and Major Events programme, working closely with the Destination Marketing Manager to help develop innovative campaigns that generate ticket sales for the major events
- Implement digital campaigns ensuring effective communications and engagement through social media, email marketing, digital advertising, video and photography etc.

- Ensure that press coverage is maximised and there is a strong editorial approach underpinning the content strategy. Generate, edit and proof copy for different audiences, both on and offline, as appropriate.
- Manage suppliers (media buyers, creative agencies, consultants) to ensure campaign activity is co-ordinated and effective
- Lead on social media activity and the visit Southport website development
- Lead on familiarisation trips and briefings, attend required tourism consumer shows.
- Monitor and report on the effectiveness of marketing communications.

Organisational Chart



*This post

General

This job description is a representative document. Other reasonably similar duties may be allocated from time to time commensurate with the general character of the post and its grading.

The person appointed will be expected to work flexibly and the exact nature of the duties described above is subject to periodic review and is liable to change.

The post is customer facing therefore you must have the ability to fulfil all spoken aspects of the role with confidence through the medium of English.

All staff have a duty to take care of their own health & safety and that of others who may be affected by your actions at work. Staff must co-operate with employers and co-workers to help everyone meet their legal requirements.

The Authority has an approved equality policy in employment and copies are freely available to all employees. The post holder will be expected to comply, observe and promote the equality policies of the Council.

Note: Where the postholder is disabled, every reasonable effort will be made to support all necessary aids, adaptations or equipment to allow them to carry out all the duties of the job.

Since confidential information is involved with the duties of this post, the post holder will be required to exercise discretion at all times and to observe relevant codes of practice and legislation in relation to data protection and personal information.

Undertake, and participate in training, coaching and development activities, as appropriate.

Prepared by:	Mark Catherall
Designation:	Service Manager - Tourism
Date:	November 2024

SEFTON COUNCIL – Tourism - PERSON SPECIFICATION

Job Title: Destination Marketing Executive

Post Number:

Criteria	Essential	Desirable	Assessment Method
Experience	<ul style="list-style-type: none">• Two years experience in relevant field such as destination marketing• Experience of delivering marketing plans• Understanding of digital marketing and the channel mix including knowledge of digital trends, social media, visual channels and email etc.	<ul style="list-style-type: none">• A recognised marketing qualification	A/I A/I A/I
Demonstrable skills, knowledge and aptitudes	<ul style="list-style-type: none">• Communication skills, with the ability to develop long term relationships• Evidence of your ability to prioritise and meet deadlines.• Excellent attention to detail and organisational skills.• A high level of written, ICT and presentation skills.• Ability to build effective working relationships and network with private and public sector.		A/I A/I A/I A/I

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