



Job Description

Job Title	Marketing Assistant Six-month fixed-term contract, with potential for permanent role
Department/Location	Marketing Department, 9-10 The Colonnades, Bath Street, Bath
Reports To	Digital Marketing Manager
Staff Responsibilities	None
Hours of Work	37 hours
Salary	£18,500 pro rata

Summary of Position

The principle responsibility of this role is to support the Digital Marketing Manager, the Senior Marketing Executive and the wider marketing team with delivery of marketing activity across various digital platforms, promoting Bath to regional, national and international audiences. This will include managing social media activity, editing and maintaining websites, writing and distributing regular e-newsletters, coordinating press/influencer trips, and supporting the Marketing Team with campaign planning and development.

Primary Responsibilities

1. To manage Visit Bath's social media channels and assist with the management of the Bath Christmas Market social media channels, using a Digital Marketing Calendar to plan a range of social posts, and social tools to schedule. To write copy and gather imagery for engaging content, and to respond to comments and direct messages in a timely manner	2. To assist with updating, editing and maintaining Visit Bath websites, including Bath Venue Finder and Bath Christmas Market
3. To write and source weekly posts for the Visit Bath blog, which includes liaising with guest bloggers and uploading their blog posts	4. To work closely with the wider team to develop and deliver year-round marketing campaigns across online channels. To liaise with members (local businesses) regarding the ways they can get involved with campaigns
5. To assist with the writing and distribution of regular e-newsletters for consumer and overseas tourism	6. To generate fresh new ideas to improve Visit Bath's digital activity and presence
7. To reply to enquiries via the Marketing email inbox, and forward emails on to relevant team members	8. To arrange competitions, which includes sourcing prizes from members, publishing competitions online, promoting competitions via social media, and liaising with winners

9. To put together regular reports on Visit Bath's digital activity, analysing what's working well, and suggesting areas to improve our offering	10. To assist with the planning of press trips by putting together itineraries, liaising with members to secure activities and accommodation, and liaising with press to book trips
11. To work closely with Visit Bath's membership team to proactively promote over 500 members	12. To assist with general marketing activities and enquiries, and to undertake other responsibilities as specified by the wider team that are commensurate with the level of the post

Personal Specification

	Essential	Desirable
Qualifications and Training	Applicants should ideally be of graduate calibre or have a minimum of one years' experience	
Experience	<p>Applicants should have experience of working in a professional office environment</p> <p>Experience of writing impactful marketing copy and crafting creative for digital platforms, including websites and social media</p> <p>Experience of using Content Management Systems and Microsoft Office programmes</p> <p>Understanding of, and interest in, the overall aims and objectives of a Destination Marketing Organisation</p>	<p>Understanding of the use of digital reporting, such as Facebook statistics and Google Analytics</p> <p>Awareness of basic SEO principles</p> <p>Experience of using InDesign and Adobe Photoshop</p> <p>Experience of capturing and editing photography and videography</p>
Qualities and Attitude	<p>The post holder must be a creative, enthusiastic worker with good initiative and a 'can do attitude'</p> <p>The post holder must have excellent administrative skills and the ability to prioritise their workload</p> <p>The post holder must have solid proof-reading skills and excellent attention to detail</p> <p>The post holder will be expected to be flexible in working arrangements and to be available outside normal office hours if circumstances require</p>	
Sector/Industry Knowledge		An understanding of the tourism products and services within Bath and North East Somerset

Prepared By

Name	Charlotte Stephens
Job Title	Digital Marketing Manager

To apply, please email a copy of your CV along with a cover letter, to natalie_hilton@bathtourism.co.uk, by Friday 3rd August 2018.

Please note, this job description is not exhaustive and will be subject to periodic review. It may be amended to meet the changing needs of the business. The post holder will be expected to participate in this process and we would aim to reach agreement on any changes.