

JOB DESCRIPTION AND PERSON SPECIFICATION

Please note this statement is for information only and does not form part of a contract. This list is not exhaustive and you will be expected to undertake such duties as may be assigned to you by from time to time. Staff are expected to be flexible in their work in order to deliver the objectives of the organisation.

Job title	PR Executive, VisitEngland	Division/Team	Destination PR, Marketing
Contract type	Permanent	Location	London
Date	23 August 2019	Salary/Range	£23-25k per annum

Context
<p>As the national tourism agency, VisitBritain/VisitEngland plays a unique role in building England's tourism product, raising Britain's profile worldwide, increasing the volume and value of tourism exports and developing England and Britain's visitor economy, maintaining distinct activities to develop and market English tourism.</p> <p>We are currently seeking a motivated and proactive PR Executive to join the VisitEngland PR team to help us spread the word to Domestic Media, on the array of amazing tourism experiences and destinations across the country, from our creative cities to our inspiring coast and countryside.</p>

Main purpose of the role
<p>The VisitEngland PR Executive supports the team to generate positive editorial coverage of English tourist destinations to our target domestic audiences, reflecting the brand positioning and objectives of the England market strategy and ensuring PR delivers as a key part of the wider marketing mix. This role will provide support to VisitEngland and as required the wider VisitBritain destination PR channel, enabling the team to focus on delivering editorial content, media/influencer visits and PR campaigns, whilst ensuring that we continue to report to a high level on activities and are able to continue to monitor and adapt to global changes in media trends.</p>

Resource management and key relationships	
Staff managed¹	N/A
Budget managed	Indirect responsibility for the spending of core PR budget
Reports to²	Senior England PR Manager
Key Relationships (and indication of level/nature of interactions)	
<p>Key external relationships with UK media and influencer contacts; a network of destination management organisations and PR partners; Key internal relationships with Senior England PR Manager; England PR Manager, Global Head of PR for VisitBritain/VisitEngland, and wider PR, marketing and England team</p>	

Main Duties	
1	<p>Delivery of an efficient, creative consumer press office:</p> <ul style="list-style-type: none"> Effectively service destination-specific enquiries from UK media and provide detailed, accurate and relevant information to deadline to generate positive media coverage to reach target audiences

¹ Please note VisitBritain reserves the right to increase or reduce the number of staff managed according to the needs of the organisation.

² Please note VisitBritain reserves the right to change the line of management according to the needs of the organisation.

	<ul style="list-style-type: none"> • Monitor VisitEngland Press inbox and liaise with destinations and partners to collate thematic pitches, What's New/What's On media guides and share with wider organisation where relevant • Assist the team in handling Travmedia and other enquiries and sourcing content and imagery • Keep PR resources up-to-date including but not limited to DMO/PR contact database; media database; pitch tracker documents • Maintain and update the online VisitEngland media centre • Maintain and build the department's thematic rolling content documents, designed to keep track of destination news and trends • Upload relevant content to internal communication channels • Maintain and update a calendar of events, releases and news hooks and keep abreast of travel news and trends to assist with creative, targeted news pitches
2	<p>Media monitoring and evaluation</p> <ul style="list-style-type: none"> • Collate, save and tag media coverage on a daily basis • Assist with regular reporting tasks (weekly, quarterly and campaign specific coverage books) • Assist with qualitative and quantitative evaluation using media evaluation tools to keep track against targets • Monitor a wide variety of key publications for news and trend spotting by reading papers/media channels and keeping abreast of social trends to contribute to weekly editorial updates, Trend Watch and coverage monitoring • Assist with influencer reporting and metrics
3	<p>Support the delivery of the England PR Strategy</p> <ul style="list-style-type: none"> • Assist the team to deliver PR campaigns and projects as part of the wider marketing/England strategy • Assist with the coordination of media and influencer trips including researching, booking and crafting bespoke itineraries • Research, write and distribute news releases and bespoke content pitches • Contribute, creative, news-worthy ideas to the PR plan in line with audience focus
4.	<p>Support delivery of PR Events</p> <ul style="list-style-type: none"> • Assist at media/industry events including support with planning, coordination and hosting • Act as an external ambassador for VisitEngland at industry and media events

Person Specification	
Essential knowledge, skills and experience	
	Requirement
1	Previous PR experience, gained either in agency or in-house, preferably in the travel and tourism sector
2	Good understanding of the UK media landscape, the needs of media and best practice PR
3	Awareness of PR and influencer evaluation techniques, with experience of using media monitoring and evaluation tools
4	Excellent organisational skills with strong attention to detail
5	Excellent time management skills and the ability to prioritise a heavy workload with competing demands
6	Computer literate including good working knowledge of Microsoft office and ability to learn CRM and other internal systems.

7	Good geographical knowledge of England and understanding of the tourism landscape
8	Excellent written and verbal communication skills, with a good eye for a story and experience in writing compelling content for media
Essential personal style and behaviours	
	Requirement
1	High-energy and passionate about working in British Tourism: Engaged with VisitBritain/VisitEngland’s strategy and vision and can demonstrably contribute toward delivering these. A true advocate for Britain/England and tourism.
2	Ambitious and strives for excellence: Good knowledge of England’s tourism product and our business and enthusiasm to constantly update skills and knowledge, keen to share own and VisitBritain/VisitEngland’s expertise with external organisations and individuals. Able to focus on a clear goal in all actions and decisions and openly articulate this to your team colleagues.
3	Collaborative, open and give trust: Open-minded and ‘can-do’ attitude which encourages innovation, embraces change, and displays resilience against adversity
4	Customer Led: Understanding our customer and what they look for in a holiday/short break at home
5	Global & Celebrates Diversity: Our teams and our customers are all over the globe. Timezones, customs and local knowledge matter and are part of our strength – celebrate it!
6	Effective team player with a positive and enthusiastic approach.

Desirable requirements	
1	Experience of working in consumer PR
2	Working knowledge of the domestic tourism industry
3	Experience of working with financial systems and budgets