

## 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.

<b>Job title</b>	Marketing and Communications Executive (Norwegian and Social Media Content)	<b>Division/Team</b>	Europe - Nordic
<b>Contract type</b>	Fix-Term for 12 months	<b>Location</b>	London
<b>Date</b>	05/02/2020	<b>Salary/Range</b>	From £25,675 to £35,303 per annum, depending on experience

### Main purpose of the role

The lead on social media content for consumer activity within the Nordic Marketing and Communications team. It requires a high level of social media expertise to distribute relevant content to the customer through the right channel. The role ensures that VisitBritain social media approach is of the highest standard in Denmark, Norway and Sweden.

As the Norwegian speaker you are responsible for Norwegian consumer channels and activities; owned (VB platforms), earned (PR) and paid media (Marketing).

### Resource management and key relationships

**Reports to<sup>1</sup>** | Nordic Marketing and Communications Manager

### Key Relationships (and indication of level/nature of interactions)

### Main Duties

<b>1</b>	Manage the Nordic social media content delivery to fit audience needs, collaborating across Europe to find commonalities, prioritise and simplify brief to central teams.
<b>2</b>	Develop and deliver a plan for your market in line with the Europe and Nordics strategy.
<b>3</b>	Campaigns: Contribute with marketing communications expertise for the Norwegian market.
<b>4</b>	Delivery of the Norwegian Media and influencer visits programme with tiered approach in line with market strategy.
<b>5</b>	Manage Own channels vb.com, e-CRM, social media (FB, IG, Twitter) to meet the <b>KPIs</b> through right content and the right strategies.

### Person Specification

#### Essential knowledge, skills and experience

	Requirement
<b>1</b>	Strong expertise in Social Media Content and Data Analytics.
<b>4</b>	Skills and Experience in getting results from your media and influencer contact, network and trips.
<b>5</b>	Communications skills – both external with Media and internal with colleagues.

<sup>1</sup> Please note VisitBritain reserves the right to change the line of management according to the needs of the organisation.

6	Fully fluent in Norwegian – written and spoken to mother tongue level.
<b>Essential personal style and behaviours</b>	
	<b>Requirement</b>
1	Creativity - Create and distribute amazing content that inspires.
2	Teamwork – Be collaborative open and give trust.
3	Customer led with responsibility. Understanding of VisitBritain as an organisation.
4	Ambitious and strive for excellence.
5	Accountable for delivery and behaviour.