

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	B2B Executive, France	Division/Team	Europe / France
Contract type	Fixed-term contract (9 months), 30 hrs/week	Location	Paris
Date	January 21, 2020	Salary/Range	€34,800 gross per annum

Context

VisitBritain is the official tourist board for England, Scotland and Wales and is responsible for marketing Great Britain worldwide to prospective travellers. Our mission is to build the value of tourism throughout the nations and regions of Britain by increasing the volume, spend, and regional /seasonal spread of tourism in Britain.

Main purpose of the role

Based in our Paris office, the B2B Executive France will work on B2B activities with the French travel trade and UK-based tourism industry and support wider destination marketing activities, in support of VisitBritain's market strategy and objectives in France.

Resource management and key relationships

Staff managed¹	0
Budget managed	£20,000
Reports to²	Country Manager, France

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

- French market team (working alongside Country Manager, PR manager and Digital Manager and Executive to deliver the France Business Plan).
- Other B2B Executives/Managers in Europe (knowledge sharing, best practice, pooling resources).
- Central Commercial team and Events team (link between HQ and markets).
- Key accounts from the French travel trade.

Main Duties

1	Key account management: engaging with identified key intermediaries in the market, supporting their efforts to promote and sell Britain and developing new products.
2	B2B communications: engaging regularly with the broader market trade (travel agents, tour operators, carriers) through a programme of newsletters, web content, product updates. This involves maintaining our B2B platforms and our CRM tool up-to-date.
3	Workshops & Events: co-ordinate French trade participation in UK-held events such as the annual Explore GB workshop, and UK industry participation in France-based sales missions, workshops, seminars etc.

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.

4	Research and insights: Build an excellent knowledge of the marketplace to support decisions and investments. Ensure that key market insights are communicated to the central London team.
5	Wider Marketing and B2B2C activities: provide support on partnership campaigns and brand campaigns.

Person Specification	
Essential knowledge, skills and experience	
	Requirement
1	B2B experience, ideally in the tourism sector, with understanding of international and local tourism product distribution landscape, both online and offline.
2	Experience of key account management in the local market together with strong negotiation, influencing and presentation skills.
3	Comfortable with data and using an analytical approach to decision-making and activity evaluation.
4	Effective communication skills with both internal & external stakeholders at all decision-making level.
5	Excellent written & spoken English and fluency in written & spoken French are essential.
6	Proficiency across all Microsoft Office applications, and experience using CRM tools.

Essential personal style and behaviours	
	Requirement
1	Proactively and positively display the organisational values.
2	VB is a public body and staff need to demonstrate value and probity in everything we do.
3	Communicate strongly showing respect to others at all times.
4	Participate fully as a team member in building an atmosphere of openness, honesty, respect, co-operation and fun.
5	Open-minded and 'can-do' attitude which encourages innovation, embraces change and displays resilience against adversity.
6	Enthusiasm to constantly update skills and knowledge.

Desirable requirements	
1	Good knowledge of Britain's tourism product