

JOB DESCRIPTION



JOB TITLE: Digital Content Executive

DIVISION: Marketing

REPORTS TO: England Content Manager

JOB SUMMARY

This is an exciting opportunity to work across VisitBritain and VisitEngland's consumer-facing websites, VisitEngland.com and VisitBritain.com.

You will be working as part of an integrated digital and content team, and will be a vital part of optimising our digital content to make our websites increasingly targeted and relevant to our key audiences.

You will be a web publishing pro with a key eye for content, used to drawing in data from a range of sources and using it to improve your (and your wider team's) everyday work. We work in a global environment with offices around the world, so it's important that you can communicate results and best practice effectively, as well as being flexible enough to take on ideas from others.

COMPETENCIES

SPECIFIC TO JOB	GENERIC
<ul style="list-style-type: none">• Extremely high understanding of web writing practices including language and style, usability, mobile, meta data, branding, CRM and web delivery.• Experience of working with a range of CMS, Drupal preferred• Good knowledge of on-page/content SEO• Experience in brand tone of voice and writing for varied consumer segments and platforms• Ability to create and edit content for spelling, grammar, style and tone.• Experienced in research and development of content ideas and concepts based on data and insights.• Good knowledge of the UK• Proven experience in working with data to shape content.	<p>Working together</p> <ul style="list-style-type: none">• Have an open-minded and 'can do' attitude which encourages innovation, embraces change and displays resilience against adversity.• Participate fully as a team member in building an atmosphere of openness, honesty, respect, co-operation and fun.• Participate fully as a team member in building an atmosphere of openness, honesty, respect, co-operation and fun. <p>Serving our customers</p> <ul style="list-style-type: none">• Have an effective relationship with all your customers and meet their expectations.• Continually look for opportunities to work in partnership with other teams and/or external organisations.

<ul style="list-style-type: none"> • Experience of relationship building and liaising with multiple stakeholders. • Strong project and time management skills. • Proactive in seeking out opportunities for innovation and enhancement of VisitBritain and VisitEngland’s website. 	<ul style="list-style-type: none"> • Inspire and empower other people by demonstrating trust, openly valuing their expertise and clearly stating your expectations. <p>Championing tourism to Britain</p> <ul style="list-style-type: none"> • Engage with the VisitBritain’s strategy and vision and can demonstrably contribute towards delivering these. • Remain focused on a clear goal in all actions and decisions and openly articulate this to your team colleagues • Are a true advocate for Britain and tourism, demonstrating leadership to your colleagues and the rest of the tourism industry <p>Being the best</p> <ul style="list-style-type: none"> • Have good knowledge of Britain’s tourism product and performance and our business and constantly update your skills and knowledge. • Help to share your and other VisitBritain colleagues’ expertise with external organisations and individuals. • Continually remember that we are a public body which needs to deliver and demonstrate value and probity in everything we do.
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KEY RESULT AREAS / ACCOUNTABILITIES
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1 – 8 key objectives and targets	% Time / Importance
<p>Edit and upload content: Optimise and edit existing content and repurpose content from around the organisation.</p> <ul style="list-style-type: none"> • Publish to website using in-house tools/systems • Work to agreed best practices in areas such as SEO, and identify improvements to working practices • Ensure content is written to the organisation’s tone of voice – be the final checkpoint to ensure content is on brand 	40%
<p>Liaise with overseas offices: Gather requirements from key markets to ensure content is created and published in-line with market trends and requirements</p> <ul style="list-style-type: none"> • Build and maintain constructive working relationships with key stakeholders in the UK and overseas • Assess external environment to ensure VisitBritain/VisitEngland is best placed to identify and respond to emerging trends, and make recommendations to the business based on these 	20%
<p>Engage with internal teams: Ensure integrated communications which align with the brand and campaign / partnership objectives.</p> <ul style="list-style-type: none"> • Review and edit content to ensure it is on-brand and aligned to organisational requirements • Constantly look for new and innovative ways to communicate organisational requirements to its customers • Generate creative ideas for campaign delivery, which can be executed by team or elsewhere 	25%

Create digital content: To meet needs as identified from inside/outside the team. <ul style="list-style-type: none">• Ensure content is written to house style/tone• Ensure content is factually accurate, and well-written in terms of grammar and spelling• Ensure content meets the needs of its intended audience.	15%
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DIMENSIONS

- Direct responsibility for publishing on consumer websites.