

## 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>	Trade, Marketing & Communications Intern	<b>Division/Team</b>	Americas
<b>Contract type</b>	Internship (6 Months)	<b>Location</b>	New York City, USA
		<b>Salary/Range</b>	USD 13.00 -15.00 per hour

<b>Main purpose of the role</b>
The position works with both the PR & Communications team and the Travel Trade and Business Events Team and will also provide some admin support for the Director of the Americas region as needed. There are ample opportunities to get involved across the business.

<b>Resource management and key relationships</b>	
<b>Staff managed<sup>1</sup></b>	N/A
<b>Budget managed</b>	N/A
<b>Reports to<sup>2</sup></b>	Trade & Marketing Communications Team
<b>Key Relationships (and indication of level/nature of interactions)</b>	

<b>Main Duties – PR &amp; Communications Team</b>	
<b>1</b>	<b>Media Relations</b> <ul style="list-style-type: none"> <li>Proactively pitch content to target media</li> <li>Accurately monitor coverage and assist in evaluating all media activities in the USA</li> <li>Create a quarterly e-newsletter to be targeted to the media database</li> <li>Update and maintain media contacts in our media database</li> <li>Manage the online media room, uploading content on a regular basis to keep the site fresh and informative for media; distribute timely releases</li> <li>Ensure that the VisitBritain CRM system is regularly updated with key media and industry contacts</li> </ul>
<b>2</b>	<b>Research and Writing:</b> <ul style="list-style-type: none"> <li>Assist the PR &amp; Communications team in researching story ideas and drafting press releases and other media content (photo captions, top 10's, fact boxes, online copy, Facebook and Twitter posts etc.) to be pitched to key media across the country</li> </ul>
<b>3</b>	<b>Social Media and Digital Marketing:</b> <ul style="list-style-type: none"> <li>Provide feedback and insights into our annual social media plan as well as homepage content and media room activity.</li> <li>Draft online &amp; social copy, including weekly Twitter content</li> <li>Provide proactive suggestions and ideas on how to leverage emerging social and digital trends to inspire travel to Britain</li> </ul>

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

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

4	<p>Event Management Support:</p> <ul style="list-style-type: none"> <li>• Work with the PR &amp; Communications team to support the delivery of press events. Tasks will include pulling relevant invitation lists from the media database, assistance with decor, invitation design, liaising with media contacts, creating press kits, on-site attendance and assisting with press enquiries</li> </ul>
5	<p>Coverage and Evaluation:</p> <ul style="list-style-type: none"> <li>• Responsible for maintaining monthly PR coverage and submission to evaluation company</li> <li>• Support the PR &amp; communications team with sharing key coverage highlights with London HQ</li> </ul>
6	<p>Management and Team Support:</p> <ul style="list-style-type: none"> <li>• Support the PR &amp; Communications team with regard to events, coordinating press visits, research, administrative and writing tasks</li> <li>• Work with the International PR team (located in the London headquarters) to gather information and help organize press trips</li> <li>• Contact UK travel industry regularly to secure media news and support for press visits.</li> <li>• General assistance to the New York team, as required on various projects, as directed by line manager, including organizing and facilitating operation elements of internal and external meetings</li> </ul>
<p><b>Main Duties – Trade Team</b></p>	
1	<p>Event Management Support:</p> <ul style="list-style-type: none"> <li>• Working with the travel trade and business events teams to support the delivery of trade show / exhibitions where VisitBritain / VisitEngland coordinate a presence. Tasks will include pre-marketing, database management, assistance with invitation design, liaising with UK &amp; US based supplier partners and administrative support on finance</li> </ul>
2	<p>Database Management:</p> <ul style="list-style-type: none"> <li>• Trade and Business Events - Update and maintain Trade contacts in the B2B (business-to-business) sugar database</li> </ul>
3	<p>Online Support - update web content on:</p> <ul style="list-style-type: none"> <li>• Trade website localized pages <a href="http://www.visitbritain.com/trade">www.visitbritain.com/trade</a></li> <li>• Assist in creation of monthly e-newsletters to be targeted to the Trade &amp; Business Events database; eg gathering content etc.</li> </ul>
4	<p>Management and Team Support:</p> <ul style="list-style-type: none"> <li>• Support the Travel Trade and Business Events team across the US &amp; Canada, with marketing, online, sales and administrative duties ranging from market research and intelligence gathering, to sales, administration and execution of marketing campaigns covering both sectors.</li> <li>• Liaison with Strategic Partners and Industry both in the US and UK</li> <li>• Contact partners regularly to receive product updates and developments and share newsworthy information with the team.</li> <li>• Develop relations with VisitBritain Travel Trade and Business Events partners, organize and attend meetings and events, including booking rooms and ordering catering, present product up-dates, provide information on Britain as requested by partners throughout the year.</li> <li>• General assistance to the New York team, as required.</li> </ul>

<b>Person Specification</b>	
<b>Essential knowledge, skills and experience</b>	
	<b>Requirement</b>
<b>1</b>	A good knowledge of IT including, but not limited to, Excel, Word, PowerPoint, Outlook, Photoshop and database management, CRM and CMS management.
<b>2</b>	A good knowledge of Photoshop
<b>3</b>	Experience with crafting content for key social media platforms – Twitter, Facebook, Instagram Good working knowledge of all social media channels and a passion for being on the cutting edge of new communication trends
<b>4</b>	Excellent research & writing skills, with strong attention to detail
<b>5</b>	Strong organizational and multi-tasking skills and proven experience in a fast-paced environment
<b>6</b>	A passion for the travel industry, a real 'nose for news' and understanding what makes a great media story
<b>Essential personal style and behaviours</b>	
	<b>Requirement</b>
<b>1</b>	Professional demeanour; Confident in business situations and at events
<b>2</b>	Confident communicator who is not shy to ask questions when trying to complete tasks
<b>3</b>	Good networker, shows flexibility