

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	International PR Manager - Europe	Division/Team	Marketing/Consumer PR
Contract type	Permanent	Location	London, U.K.
Closing Date	01.01.2019	Salary/Range	£30,000 - £32,000 per annum

Context

The British Tourist Authority (BTA), trading as VisitBritain/VisitEngland is the official Tourist Board for England, Scotland and Wales,

VisitBritain is the National Tourism Agency of the UK targeting international visitors to boost overseas visits to the UK and spend whilst in the UK. Tourism is worth £127 billion to the UK economy, creating jobs and boosting economic growth across its nations and regions.

Main purpose of the role

Working with the Senior International PR Manager you will help and support our PR teams in Europe to implement a comprehensive destination PR plan that will generate maximum positive editorial coverage of Britain including the GREAT themes and associated marketing campaigns.

You will be the eyes and ears on the ground in Britain for The Europe teams, your passion for storytelling, along with your understanding of their target customers, means you will be invaluable to them as you pull together story angles, local contacts and itineraries for them to pitch to their media. You will support the team in building itineraries packed with unexpected experiences for traditional media as well as influencers and on occasion, you may be required to escort small groups of international media throughout Britain on occasion – to remind yourself how amazing it is first hand!

Your skills as a confident communicator, and your experience of integrating PR into other areas of marketing such as campaigns and content will be crucial to ensure that PR always has a seat at the table of any planning meeting – and you will be the PR lead for planning of activity in Europe. Your creativity and flair means you will be comfortable brainstorming new ideas and leading for PR to show how it can be a vital part of the overall success of campaign delivery.

Your natural enthusiasm and cheerful nature will help you to build and harness relationships with a key groups of strategic partners, industry stakeholders, ambassadors, journalists and influencers.

Resource management and key relationships

Staff managed¹	One direct report – PR Co-Ordinator (Intern position)
Budget managed	Indirect responsibility for the spending of overseas PR budgets
Reports to²	Senior International PR Manager

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

Provision of guidance and support to PR staff around the world; Key Relationships with: Senior International PR Manager, Head of Public Relations, European Director, Country Managers across European markets, Head of Marketing, and European PR Managers across European markets

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.

Main Duties	
1	<p>Creatively design and develop individual and group itineraries for visiting print, broadcast and online media as well as influencers and bloggers from our International markets, working to specific timelines and budgets agreed with the respective overseas offices. Plan the trip with a careful eye for detail and ensure cost sheets and other financial and administrative requirements for the trip are fulfilled to deadline. Ensure that the overall programme of media visits reflect and deliver for the active marketing campaigns and strategy as well as obligations to campaign and strategic partners. Ensure good regional spread of activity to deliver against the VB objective of delivering growth to the nations and regions of Britain. Ensure that strategic and industry partners are kept fully updated of the press visits programme and that their themes and objectives are reflected where viable.</p>
2	<p>Act as an ambassador for Britain when escorting global press trips and interacting with media and strategic partners. Host visiting print, broadcast, online media and influencers around Britain. Sole responsibility for managing any issues that may arise when hosting a trip. Full accountability for troubleshooting or logistical challenges that may occur including ensuring that media are behaving in a way which will not cause any reputational damage to VisitBritain or any of our strategic partners. Ensure that strategic partners that meet with media as part of the trip are briefed in advance, and stay within the key messaging of VB and the relevant destination. Ensure that media are exposed to the best angles required to ensure that they secure their story objectives and include our key messaging. Be an ambassador for VisitBritain and PR team at external events, press briefings, conferences and meetings including public speaking.</p>
3	<p>Work closely with the strategic partners and wider tourism industry, building relationships and becoming the expert on the ground for the European team in knowing what product and stories will meet their customer needs. Promote the PR programme and negotiate complimentary or discounted rates for the media as important ambassadors for Britain. With major partners in particular – e.g. large hotel chains, airlines or industry associations - encourage and facilitate joint projects and marketing in-kind. Ensure that Visiting media are aware of the key themes for our partners in advance of the trip and that these are integrated into the itineraries to drive regions spread and deliver growth to the regions. Provision of guidance, support and product knowledge to PR staff around the world and in the UK.</p>
4	<p>Lead on positioning PR as an integral part of the market planning process for Europe. Attend planning meetings for Europe market activity as required, ensuring that you are able to then integrate PR into the plans. Ensure you are aware of the overall activity planned for the Europe – marketing, partnerships, content and campaigns to share your ideas at relevant times, advise where PR can add value and ensure that plans are developed and executed. Share ideas, experience and product knowledge with other key departments of the organisation and the overseas PR network using both formal and informal channels. Stay in regular contact with European markets (and other markets where required) to assist them in delivering their PR plans and activity. Weekly input into the editorial plus which is a round-up of news coverage and industry updates from Britain which could be useful as product knowledge when planning media activity. Delivery of any pan European projects.</p>
5	<p>Evaluate the PR programme, including input into overall Destination PR plans, monthly press visits reports and coverage highlights. Ensure that you work with the overseas markets to follow up on coverage and ensure that it is logged on the global evaluation portal and on teamspace in a timely manner to ensure no delay to global reporting. Ensure you are familiar with the press visits planner and are looking at it regularly to identify any peak times in planning to manage your time accordingly. Provide reports on an ad hoc basis to the strategic and commercial division demonstrating how PR has delivered for a particular area. Ensure that when coverage is received it is being circulated to the strategic partners and industry which supported with the trip. Work with the Media and Influencers Manager to identify and maintain a specific evaluation programme for social PR to demonstrate the true cost and impact. Ensure all reporting and respective databases are kept up to date.</p>

6	<p>Full responsibility for delivery of the operational side of the online media centre including managing the relationship with the service providers, ensuring that any issues with site performance are addressed and resolved. Work with the overseas offices to ensure they are keeping their media centre sites up to date and working through any problems they may have, constantly review the sites and those of competitors to see what enhancements we can make to improve the site. Ensure that the process of sharing data between the media centre (Capture), the email provider (Maxemail) and the main VisitBritain CRM platform (sugar) is integrated and as seamless as possible. Uploading of content to the UK version of the site so that it can be translated and utilised in market.</p>
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Person Specification	
Essential knowledge, skills and experience	
	Requirement
1	Degree Educated or equivalent
2	Relevant experience in of integrating PR into wider marketing plans, preferably in house.
3	Excellent organisational skills with strong attention to detail.
4	Understanding of international print and broadcast media, and of what appeals to overseas visitors in different countries
5	Experience planning, executing reporting on pan European/Global influencer campaigns
6	Good knowledge of British destinations and tourism products
7	Proven Experience in overseeing content creation for a multi-language online media centre.
8	Excellent written & verbal communication skills
9	Computer literate including good working knowledge of Microsoft office and ability to learn CRM and other internal systems.
10	Experience of planning & organising press visits including willingness to escort media trips on a regular basis including evening and/or weekend work on occasion
11	Project management skills
12	Ability to manage own time and input to deliver an agreed schedule of output
13	A flair for seeing a story, & excellent news judgment with an understanding of how the media operates
14	Good diplomacy skills and ability to achieve buy-in from strategic partners
Essential personal style and behaviours	
	Requirement
1	High-energy and passionate about working in British Tourism: Engaged with VisitBritain's strategy and vision and can demonstrably contribute toward delivering these. A true advocate for Britain and tourism.
2	Ambitious and strives for excellence: Good knowledge of Britain's tourism product and our business and enthusiasm to constantly update skills and knowledge, keen to share own and VisitBritain'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 is in our European markets and what they look for in a holiday

5	Global & Celebrates Diversity: Our teams and our customers are all over the globe. Time zones, 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	PR contacts within the British tourism industry desirable.
2	Experience working to a budget.