

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 to deliver the objectives of the organisation.

Job title	Travel PR Intern, USA	Division/Team	Americas
Contract type	Internship – Part Time, minimum 2 days a week	Location	New York (Hybrid of Virtual and In-Person)
Duration	12 Months, with opportunity for an extension	Salary/Range	\$18 per hour

Context

This hybrid position, based two days in the New York office and remaining days (based on availability) remotely, will work closely with the PR team to assist on projects related to media relations, event planning and internal communications. The position will also provide light support, where needed, to our wider USA team and admin support for the Senior Management within the Americas region.

Main purpose of the role

This role will provide support and solutions to the PR & Communications team. They will ensure delivery of impactful communications initiatives, campaigns, successful media engagement, and owned channel content to meet the objectives of the US market strategy.

Resource management and key relationships

Staff managed¹	None
Budget managed	None
Reports to²	Communications Manager (NY Based)

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

Colleagues within the wider PR, Travel Trade, & Marketing teams (within Region: USA, Canada, Brazil), External Stakeholders (including relevant agencies), Internal VB Stakeholders (and Agency) in London/the Regions.

Main Duties

	Below may be subject to change (increase or change in responsibilities) if organizational and/or market priorities/resources shift:
1	<p>PR & Communications Team:</p> <p>Media Relations:</p> <ul style="list-style-type: none"> • Help create pitch content to send to target media. • Join team meetings & brainstorm to come up with creative ways to engage media. • Accurately monitor coverage and assist in evaluating all media activities in the USA. • Assist in writing copy for monthly e-newsletter to be targeted to the media database. • Update and maintain media contacts in our media database. • Ensure that the VisitBritain CRM system is regularly updated with key media and industry contacts as well as our activity.

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² Please note VisitBritain reserves the right to change the line of management according to the needs of the organisation

2	<p>Research and Writing:</p> <ul style="list-style-type: none"> Assist the PR & Communications team in researching story ideas and drafting press releases and other media content (photo captions, top 10's, fact boxes, online copy, etc.) to be pitched to key media across the country. Assist with compiling key industry stories and news for a daily regional update. <p>Event Management Support:</p> <ul style="list-style-type: none"> Work with the PR and other teams to support the delivery of press/trade/VIP 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. <p>Coverage and Evaluation</p> <ul style="list-style-type: none"> Assist communications team with maintaining monthly PR coverage and submission to evaluation company. Distribute a weekly media coverage report highlighting the articles the communications team secured each week. Support the PR communications team by sharing key coverage highlights with London HQ. <hr/> <p>SUPPORTING DUTIES</p> <p>Support wider VisitBritain teams on a variety of projects, where support is needed, including:</p> <p>Social Media and Influencer:</p> <ul style="list-style-type: none"> Research and screen influencers for PR activity by checking engagement, content and following on our social media monitoring platform. Track social media coverage of influencer partners using our social media monitoring platform. Create lists of suggested influencers to be invited to events and on FAM trips. <p>Finance – Both teams:</p> <ul style="list-style-type: none"> Support all financial administration involving raising Purchase Orders and sales/purchase invoice requests for VisitBritain or partner participation at events. Ensure that all financial administration is completed to the highest level of detail in compliance with VisitBritain guidelines. <p>General Office Duties/PA Admin as needed:</p> <ul style="list-style-type: none"> General assistance to be provided to the New York team, as required on various projects, as directed by line manager, including organizing and facilitating operational elements of internal and external meetings. Research restaurants, hotels and meeting venues, make travel bookings. Assist with cash and credit card reconciliations monthly. General admin assistant duties such as mail distribution and ad-hoc project support, where required.
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Person Specification	
Essential knowledge, skills and experience	
	Requirements
	<ul style="list-style-type: none"> • Excellent research & writing skills, with strong attention to detail • Knowledge of IT including, but not limited to, Excel, Word, PowerPoint, Outlook, Photoshop and database management, CRM and CMS management. • 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. • A passion for the travel industry, a real ‘nose for news’ and understanding what makes a great media story. • Strong multi-tasking skills and proven experience in a fast-paced environment • Solid organizational skills • The ability to work as a team as well as independently and confidently on solo projects. • Professional demeanor; Confident in business situations and at events • Confident communicator who is not shy to ask questions when trying to complete tasks. • Flexibility to undertake other tasks as requested by line manager, which may include working across departments. • Good networking skills <p><i>Under US State Department requirements, we may only employ persons who are US citizens or US Green Card holders. If you hold a visa, you are not currently eligible to work for us</i></p>

Essential personal style and behaviours	
	Requirement
1	<ul style="list-style-type: none"> • Open-minded, upbeat, and ‘can-do’ attitude which encourages innovation, embraces change and displays resilience against adversity. • Builds effective working relationships with internal and external stakeholders. • Participate fully as a team member in building an atmosphere of openness, honesty, respect, co-operation, and fun. • Visible, approachable, accountable, and available. Ability to pitch in to get the job done. • Global perspective and experience of dealing with different cultures. • Able to focus on a clear goal in all actions and decisions and openly articulate this to your team colleagues. • Flexibility – ability to manage several projects simultaneously. • Ability to convey information clearly. • Willingness to share and seek information, knowledge, help and support both within the PR Department and with a wider audience. • Able to prioritise personal workload to ensure tight deadlines are met. • Advanced attention to detail / proofing and management of sign off process. • Participate fully as a team member in building an atmosphere of openness, honesty, respect, cooperation, and fun. Be a culture carrier and display the VB Corporate Values. <p>*VisitBritain’s Corporate Priorities:</p>

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2025-26 Corporate Priorities – Summary

PURPOSE	Drive a thriving tourism industry, creating sustainable economic growth across Britain		
2030 VISION	To support the regenerative growth of the tourism industry across the nations and regions, enriching the visitor experience, local communities and the UK economy.		
2025/26 CORPORATE PRIORITIES	VisitBritain: Grow International Demand		VisitEngland: Support regional growth
	Deliver regional growth to the visitor economy underpinned by regenerative principles		Lead the regenerative growth of England's visitor economy
	Be the independent voice for tourism		
	Be the trusted partner of Government and industry to drive growth		
	Deliver operational excellence		
	Drive innovation and support the organisation to achieve its outcomes		
VALUES	As One Global Team, we work:		
	With Passion	In Partnership	At Pace
	Fuelled by our enthusiasm and positivity to deliver excellent results	Empowered to work with partners towards a greater aim beyond our own	Delivering innovation through agility, boldness & bravery to take calculated risks

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