



Candidate Information Pack



**PR & Marketing
Executive**

Introduction from the Director of Planning



Firstly, thank you for your interest in the position of PR & Marketing Executive at Cheltenham Borough Council.

This is an important and exciting appointment for Marketing Cheltenham and I am looking for a candidate who has a passion for making a difference and will strive to achieve the aims of Marketing Cheltenham.

From humble beginnings, but with a strong ambition, Marketing Cheltenham has developed great successes over the past year. Cheltenham Borough Council's ambition is to grow it to become an organisation that promotes Cheltenham as one of the best towns in the UK to visit, work, study and invest. Cheltenham aspires to be a place where everyone thrives – to be one of the UK's most 'liveable' towns, with residents and visitors alike inspired by our culture, food, public spaces, education and the diversity and quality of accessible experiences. Marketing Cheltenham's remit is to encourage more visitors to the town, get them to stay longer and support the local tourism, hospitality and leisure economy. This, in turn, will support economic growth – new jobs, business creation – and culture for the continued benefit of local people.

In 2016 Cheltenham Borough Council and The Cheltenham Tourism Partnership (which includes Cheltenham BID) launched a strategy to grow Cheltenham's visitor economy by 5% year-on-year. The target for success is to reach a value of the tourism economy of £177 million by 2021. For more detail about our strategy and how it will be achieved please visit www.marketingcheltenham.co.uk

I wish you all the best in your application.

Tracey Crews

Director of Planning

Cheltenham Borough Council

For industry

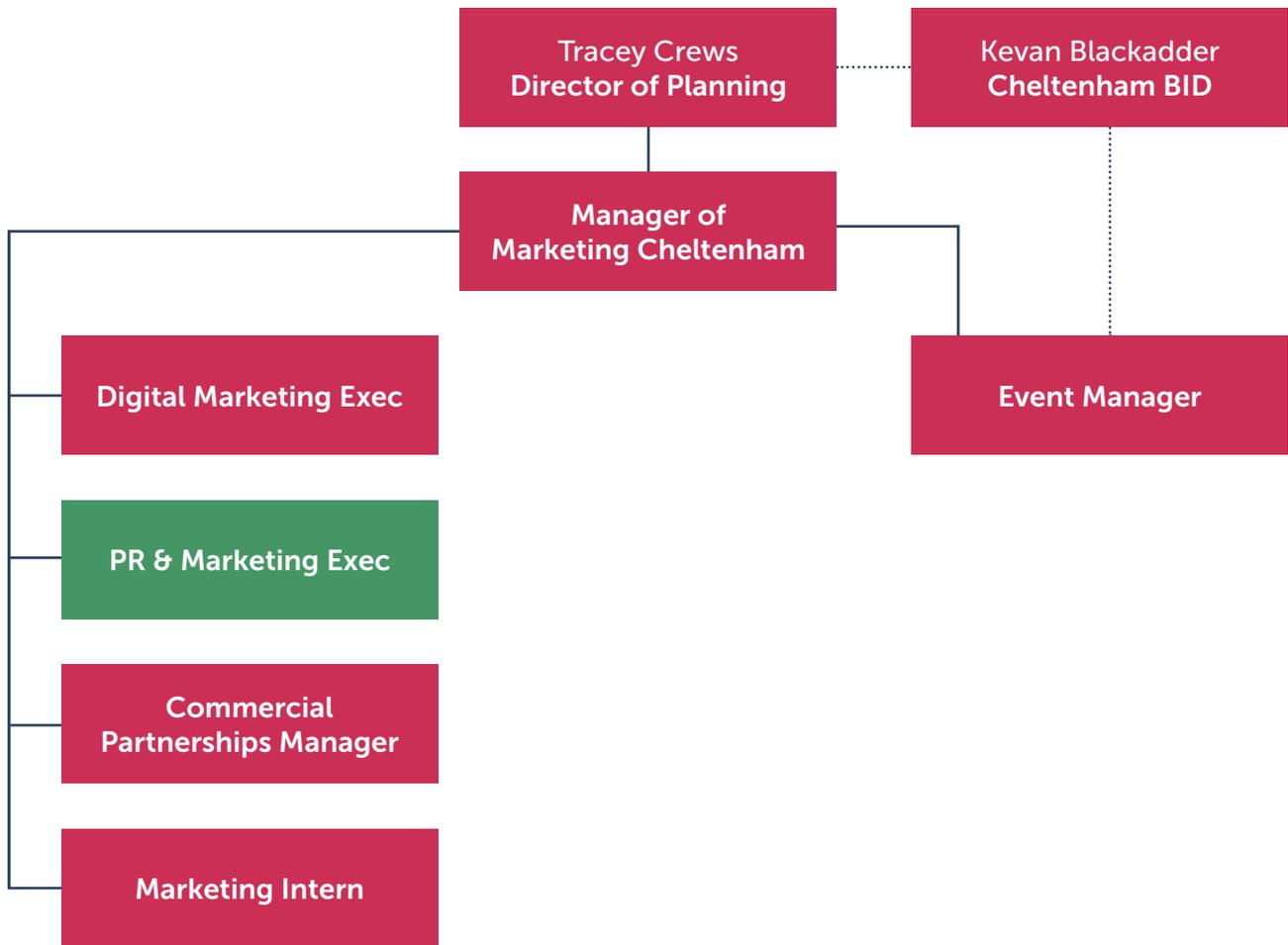
www.marketingcheltenham.co.uk  @marketingchelt

For consumer

www.visitcheltenham.com  @visitchelt  @visitcheltenham  VisitCheltenham



Marketing Cheltenham Staff Structure



PR & Marketing Executive

Contract: Fixed term to 31 July 2021

Salary: £30,559 to £34,112

About the Job

Marketing Cheltenham was launched as a new initiative by Cheltenham Borough Council in November 2017. As part of our place making and growth agenda we have ambitious plans to raise the profile of Cheltenham as a great place to visit, work, invest and study.

We are looking for a multi-talented, energetic PR & Marketing Executive who can help us meet our targets to promote Cheltenham and realise our ambitions. The post holder will work closely with the Manager of Marketing Cheltenham and the Director of Cheltenham BID to deliver the marketing strategy. Building on the work that has already begun with the marketing of the visitor economy, this role will grow to encompass inward investment with an appreciation for the need to attract and retain students and the future workforce.

This role has a wide remit and a limited budget, so it is essential that the person is both creative and resourceful.

There are three main objectives:

1. To create and deliver exciting marketing plans to support the objectives laid out in the 5-year strategy to grow Cheltenham's visitor economy along with new plans to promote inward investment
2. To work with the Manager of Marketing Cheltenham and stakeholders to deliver an effective marketing operation to ensure a sustainable future which supports the long-term vision
3. To support the Cheltenham BID consumer marketing, much of which is in line with the wider destination marketing

The Marketing Cheltenham team will work between Cheltenham BID and the council's Municipal Offices, together with agile/mobile working due to the nature of the role. The post holder will be expected to forge strong links with the council's Communications Team.

The role is initially fixed term to the end of the current BID term; however, subject to success, it is envisaged there will be an ongoing need for the role.

PR & Marketing Executive

This is what we need you to do...

- Support the planning and coordination of all marketing and PR activity liaising with the Digital Marketing Executive to ensure all off and online marketing is timely and effective
- Proactively seek PR opportunities with external partners supporting joint initiatives
- Provide copy and content for the relevant initiatives as required
- Actively encourage and target influencers who can become advocates of Cheltenham
- Coordinate and generate regular, cost effective photography and video to support the Cheltenham story
- Day-to-day liaison with Cotswold Tourism, VisitEngland and other external partners to support all marketing needs linked to PR and travel trade enquiries
- Support the development of in-destination cost-neutral marketing services – maps etc to support the needs of the Tourist Information Centre
- Coordinate the annual visitor map and guide, working with the Commercial Partnerships Manager on the sale of advertising
- Work closely with the Commercial Partnerships Manager to develop and support the needs of business members
- Present at and support networking events and forums
- Support the development of cooperative relationships with regional, national and international external media, travel and other verticals in the effective promotion of Cheltenham
- Proactively present Cheltenham to the travel trade through content, sales meetings and event attendance where budget is available to do so
- Play a coordinating role in supporting cross town initiatives which benefit the visitor economy eg event database
- Coordinate projects linked to product development in order to increase visitor experiences in town
- Support social media for relevant platforms
- Attend events representing Marketing Cheltenham and promote via social media
- Coordinate the creation of e-news for industry and consumers

PR & Marketing Executive

General

- Liaison with businesses to support member needs, generate content and present the Cheltenham brand
- Stay abreast of the latest thinking around destination marketing
- Support and work with other team members, Cheltenham BID and others as required across the Council
- Present the Cheltenham marketing brand at all times
- Take on any other additional duties which may reasonably be required within Cheltenham Borough Council
- Flexible in hours of working, including evenings and where required weekends
- Demonstrate a commitment to personal and professional development

Education & Qualifications

- Professional Chartered Institute of Marketing qualification or related discipline to degree level, appropriate to the remit of the role, or equivalent by experience

Experience and skills

Essential

- At least two years professional experience delivering effective marketing communications including PR
- At least two years working in the tourism, leisure or hospitality industry
- Demonstrable computer literacy and IT skills including Microsoft Office and Powerpoint or similar
- Excellent verbal and written communication, including report writing and presenting material to a range of audiences
- Experience of creating engaging content for use on social media
- Proven ability to work effectively in a busy environment managing multiple projects
- Accomplished analytical and problem-solving skills, with good attention to detail
- Experience of building rapport and positive working relationships with stakeholders
- Self-motivated and able to see tasks through to a successful conclusion, including meeting challenging deadlines where necessary

Desirable

- Experience of working with the travel trade
- Experience of Photoshop or similar design package
- An understanding of the Cheltenham culture and cultural offer

PR & Marketing Executive

Benefits

Holiday

The holiday leave year runs from 1st April to 31st March. Holiday entitlement on joining the council will be 25 days pro rata in addition to pro rata bank holidays. The entitlement increases to a maximum of 30 days as follows:

- At year 1 – increases to 26 days (pro rata)
- At year 2 – increases to 27 days (pro rata)
- At year 3 – increases to 28 days (pro rata)
- At year 4 – increases to 29 days (pro rata)
- At year 5 – increases to 30 days (pro rata)

Pension

You will enter the Superannuation Scheme automatically on appointment with appropriate deductions from salary. You may opt out of the scheme at any time by completing the relevant form and forwarding this to the Human Resources Division. A copy of the scheme booklet can be accessed by visiting the pension pages of Gloucestershire County Council's website.

Sickness

The council sickness scheme is intended to supplement statutory sick pay and incapacity benefit so as to maintain normal pay during defined periods of absence on account of sickness, disease, accident or assault. Sickness payment under the scheme is based on local government service and is as follows:-

- During the 1st year of service one month's full pay (and after completing four months' service) one month's full pay and two months' half pay.
- During the 2nd year of service two months' full pay and two months' half pay.
- During the 3rd year of service four months' full pay and four months' half pay.
- During the 4th and 5th years of service five months' full pay and five months' half pay.
- After 5 years' service six months' full pay and six months' half pay.

Other benefits

- Subsidised parking
- Employee welfare service
- Enhanced maternity scheme
- Paternity leave
- Smart working – laptops, mobile phone, potential for remote and home working
- Flexitime scheme
- Potential to buy and sell annual leave