

JOB DESCRIPTION

JOB TITLE: International PR Co-Ordinator	JOB NO: 1349
DIVISION: Marketing	DATE EFFECTIVE: 1 August 2015
REPORTS TO: International Media and Influencer Manager	JOB HOLDER'S SIGNATURE:
MANAGER'S SIGNATURE:	DIRECT REPORT'S SIGNATURE:

JOB SUMMARY

Summarise why your job exists:

To support the London and overseas PR teams in their roles to illustrate why Britain is such a great visitor destination. This role will provide support to the overseas network and London PR department enabling the teams to focus on delivering higher volumes of editorial content and media visits whilst ensuring that we continue to report to a high level on activities and are able to continue to monitor and adapt to global changes in media trends.

ORGANISATION CHART

COMPETENCIES

Specific to job

- Excellent administrative and organisational skills with strong attention to detail
- Understanding of international and online media, and of what appeals to overseas visitors in different countries
- Good geographical and tourism product knowledge of Britain
- Good written & verbal communication skills
- Computer literate including good working knowledge of Microsoft office programmes
- Experience working with an online media centre or CRM based systems desirable
- Knowledge of foreign languages desirable
- Project management skills desirable
- Effective team player with a positive and enthusiastic approach
- Ability to manage own time and input to deliver an agreed schedule of output
- Flexibility to prioritise work in response to ad hoc requests and unexpected developments

Core Competencies

Championing tourism to Britain

- Able to focus on a clear goal in all actions and decisions and openly articulate this to your team colleagues
- A true advocate for Britain and tourism

Being the best

- Good knowledge of Britain's tourism product and our business with enthusiasm to constantly update skills and knowledge
- Awareness that VisitBritain is a public body which needs to deliver and demonstrate value and probity in everything we do

Working together

- 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
- Visible, approachable, accountable and available

Serving our customers

- Able to have an effective relationship with all customers and meet their expectations
- Continually looking for opportunities to work in partnership with other teams and/or external organisations

KEY RESULT AREAS

What are the 6-8 key objectives and targets you have to meet?

% Time/Importance

Download monthly coverage supplied by overseas PR Managers for reporting purposes. Create brag books to showcase results of PR activity to the organisation, strategic partners and government. Ensure coverage is uploaded to Prime for evaluation in good time so reporting can be accurate.	10
Daily monitoring and creation of content for the @VisitBritainPR social media account. Work with International Media Officer and Social Media team to grow followers on the channel and maximise media reach.	10
Image research for editorial content and pillar guides. Upload of sourced images to the online media centre for use by international media. Work with strategic and destination partners to source new B-Roll which we can host on the Media centre and upload it.	10
Support the overseas network with uploading of localised content to the online media centre	10
Assisting London Destination PR team with enquiries from the overseas network	10
Read through a wide variety of key publications for news and trend spotting to feed out to the overseas network	10
Provide support to the International Press Visits Officer with budget management and financial reporting for the London and overseas PR network	10
Ad hoc project support for the London team and overseas network including support with the planning and escorting of media trips and the organisation of industry briefings and showarounds.	10
Arrange monthly PR clinic between London team and the overseas network and ensure the outputs of those meetings are shared with the wider Marketing division and other divisions in the organisation. Attend and minute PR Interboards, VIBE and PR networking events as required.	10
Upload relevant content from the London and oversea network to the internal communications channels.	5
Ensure that the VisitBritain CRM system is regularly updated with key media and industry contacts and that a mailing list of key contact for the PR department is maintained	5