

JOB DESCRIPTION

JOB TITLE: Communications Assistant	JOB NO:
DIVISION: Strategy and Comms	DATE EFFECTIVE:
REPORTS TO: Senior Communications Executive	JOB HOLDER'S SIGNATURE:
	DIRECT REPORT'S SIGNATURE:

JOB SUMMARY

ORGANISATION CHART

COMPETENCIES

Specific to job

- Good writing skills
- Computer literate with excellent grasp of standard office packages
- Understanding of database management, segmentation and e-CRM systems and practices
- Ability to work under pressure and to tight deadlines
- Team-player with ability to work independently and on own initiative.
- Demonstrable knowledge of the organisation, our mission, strategy, priorities, stakeholders and overseas markets, as well as the UK tourism industry and current tourism affairs.
- Strong eye for detail
- Team-player with ability to work independently and on own initiative.
- International perspective and cultural sensitivity.
- Strong interpersonal & communication skills.
- Completer/finisher
- Awareness of digital and social media environment
- Financial and administration skills.

Generic

Championing tourism to Britain

Engage with the VisitBritain strategy and vision and can demonstrably contribute towards delivering these.

Remain focused on a clear goal in all actions and decisions and openly articulate this to your team colleagues.

A true advocate for Britain and tourism, demonstrating leadership to your colleagues and the rest of the tourism industry.

Being the best

Have **good knowledge of Britain's tourism product and performance and our business** and constantly update your skills and knowledge.

Help to **share your and other VisitBritain colleagues' expertise** with external organisations and individuals.

Continually remember that we are a public body which needs to deliver and demonstrate value and probity in everything we do.

Working together

Have an **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.

Are visible, approachable, accountable and available.

Serving our customers

Have an effective relationship with all our customers and meet their expectations.

Continually **look for opportunities to work in partnership** with other teams and/or external organisations.

Inspire and empower other people by demonstrating trust, openly valuing their expertise and clearly stating your expectations.

KEY RESULT AREAS

Result area/accountability	
<p>Assist with the development of the corporate website, uploading content and imagery to content management system (CMS), assist with building the industry enewsletter template.</p> <p>Edit existing content, and write content for the VisitBritain/VisitEngland corporate website.</p> <p>Use the CMS ensuring that the content is updated and refreshed on a regular basis. Ensuring that all content is accurate, engaging and to a high editorial standard.</p> <p>Regularly refresh imagery using Photoshop to resize and animate images.</p> <p>Test webpages in development, reporting back on any issues in a precise and logical way.</p> <p>Using our email system to assist in building the email newsletter template every fortnight.</p>	20%
<p>Assist with the development and delivery of the internal communication channels and events, uploading content and imagery to content management system (CMS)</p> <p>Edit existing content, and write content for the intranet.</p> <p>Use the CMS ensuring that the content is updated and refreshed on a regular basis. Ensuring that all content is accurate, engaging and to a high editorial standard.</p> <p>Regularly refresh imagery using Photoshop to resize and animate images.</p> <p>Test webpages in development, reporting back on any issues in a precise and logical way.</p> <p>Help set up internal events</p>	25%
<p>Support VisitBritain/VisitEngland corporate/industry CRM activity</p> <p>Maintain and segment our “gold” list of contacts (e.g. strategic partners, CEOs of key organisations, captains of the tourism industry, etc) and invitation contact lists, keeping track of senior moves and appointments across the industry.</p> <p>Work across the organisation so that the database is maintained to a high standard and all other contacts are accurate, current and can be easily segmented.</p> <p>Ensure subscribers to the newsletter system are uploaded and tagged in the B2B CRM system in a timely manner.</p> <p>Ensure the B2B CRM database contacts remain accurate and up to date by undertaking regular data cleaning.</p> <p>Mail out publications and letters to key stakeholders as required.</p>	20%
<p>Update internal communications toolkit</p> <p>Create and maintain the content of the online corporate communications “toolkit” to include VisitBritain/VisitEngland fact-sheets and core PowerPoint materials.</p>	5%
<p>Support the corporate stakeholder communications function on other editorial, publications and events as required, including:</p> <p>Support the VisitBritain/VisitEngland events programme as required – managing RSVPs, producing badges, producing briefing materials to internal and external attendees, creating AV material and signage.</p> <p>Maintain VisitBritain/VisitEngland internal and external corporate events calendar.</p>	30%

Ensure that enquiries and complaints to the corporate generic inboxes are handled in an appropriate manner. Producing a monthly enquiries and complaints report. Keeping the Communications Assistant manual up to date. Administer financial transactions on behalf of the Stakeholder Corporate Communications department, ensuring VisitBritain/VisitEngland's financial procedures are adhered to.	
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DIMENSIONS

- Indirect influence on VisitBritain/VisitEngland's reputation through our presentation online.
- Direct influence on Strategy & Comms internal reputation.