

## 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.

<b>Job title</b>	Digital marketing Intern – Spanish market	<b>Division/Team</b>	Europe
<b>Contract type</b>	Intern – Full time	<b>Location</b>	London
<b>Date</b>	09.04.2019	<b>Salary/Range</b>	15,000

<b>Main purpose of the role</b>
Support the Spanish market at VisitBritain on consumer facing marketing activities.

Resource management and key relationships	
Staff managed <sup>1</sup>	n/a
Budget managed	n/a
Reports to <sup>2</sup>	1
Key Relationships (and indication of level/nature of interactions)	
Spanish Digital Manager	
Internal stake holders in the Digital Marketing team	
Internal stake holders in the Spanish Market team	

Main Duties	
1	<b>Social media / Community management</b> <ul style="list-style-type: none"><li>• Social Media moderation of engagement subject to the business guidelines</li><li>• Creation and curation of content and suggest ideas for new engaging content</li><li>• Schedule content for Facebook and Instagram using the right tools</li></ul>
2	<b>Content</b> <ul style="list-style-type: none"><li>• Proof read translated content</li><li>• Localise copy for digital channels and campaigns</li><li>• Edit and write well-crafted web copy to agreed online style guidelines</li></ul>
3	<b>Website</b> <ul style="list-style-type: none"><li>• Upload, edit and optimise webpages of the Spanish consumer website</li><li>• Report bugs and issues to the central content team</li></ul>
4	<b>Reporting</b>

<sup>1</sup> Please note VisitBritain reserves the right to increase or reduce the number of staff managed according to the needs of the organisation.

<sup>2</sup> Please note VisitBritain reserves the right to change the line of management according to the needs of the organisation.

	<ul style="list-style-type: none"> <li>Updating regular reports, using Google analytics on a daily basis</li> </ul>
5	<b>Business support</b>  Assist the Digital Manager as required on ad hoc B2C business activities

Person Specification	
Essential knowledge, skills and experience	
	Requirement
1	<ul style="list-style-type: none"> <li>Spanish language native speaker and fluent in written and spoken English</li> </ul>
2	<ul style="list-style-type: none"> <li>Good knowledge of the Spanish market and culture</li> </ul>
3	<ul style="list-style-type: none"> <li>Possess engaging “conversational” writing skills with an excellent eye for detail</li> </ul>
4	<ul style="list-style-type: none"> <li>Proofreading and editing skills and ability to create, produce and edit written materials</li> </ul>
5	<ul style="list-style-type: none"> <li>Good knowledge of social media channels, especially Facebook and Instagram</li> </ul>
6	<ul style="list-style-type: none"> <li>Good knowledge of Excel</li> </ul>
7	<ul style="list-style-type: none"> <li>Understanding of SEO</li> </ul>
Essential personal style and behaviours	
	Requirement
1	<b>Being the best</b> <ul style="list-style-type: none"> <li>Developing excellent knowledge of Britain’s tourism product and working with enthusiasm to constantly update skills and knowledge</li> <li>Keen to share own and organisation’s expertise with external organisations and individuals</li> <li>Awareness that we are a public body which needs to deliver and demonstrate value and probity in everything we do</li> </ul>
2	<b>Championing tourism to Britain</b> <ul style="list-style-type: none"> <li>Engaged with our strategy and vision and can demonstrably contribute towards delivering these</li> <li>Able to focus on a clear goal in all actions and decisions and openly articulate this to your team colleagues</li> <li>A true advocate for Britain and tourism</li> </ul>

3	<b>Working together</b> <ul style="list-style-type: none"> <li>• Open-minded and ‘can-do’ attitude which encourages innovation, embraces change and displays resilience against adversity</li> <li>• Participate fully as a team member in building an atmosphere of openness, honesty, respect, co-operation and fun</li> <li>• Visible, approachable, accountable and available</li> </ul>
4	<b>Serving our customers</b> <ul style="list-style-type: none"> <li>• Able to have an effective relationship with all customers and meet their expectations</li> <li>• Continually looking for opportunities to work in partnership with other teams and/or external organisations</li> <li>• Inspire and empower other people by demonstrating trust, openly valuing their expertise and clearly stating your expectations</li> </ul>

Desirable requirements	
1	<ul style="list-style-type: none"> <li>• Experience with CMS tools (Drupal or similar)</li> </ul>
2	<ul style="list-style-type: none"> <li>• Experience with HTML code</li> </ul>
3	<ul style="list-style-type: none"> <li>• Experience with content SEO</li> </ul>
4	<ul style="list-style-type: none"> <li>• Experience with eCRM tools</li> </ul>
5	<ul style="list-style-type: none"> <li>• Experience writing content for an organisation or blog (online or offline)</li> </ul>
6	<ul style="list-style-type: none"> <li>• Experience creating content on social media channels for an organisation</li> </ul>
7	<ul style="list-style-type: none"> <li>• Knowledge of social media management tools</li> </ul>
8	<ul style="list-style-type: none"> <li>• Good knowledge of Google Analytics and other analytics tools</li> </ul>
9	<ul style="list-style-type: none"> <li>• Good knowledge of Britain as a tourism destination</li> </ul>
10	<ul style="list-style-type: none"> <li>• Photo editing skills</li> </ul>