

Make It York

JOB DESCRIPTION: Senior Leisure Marketing Executive

Context of role

Compact and beautiful, York is a modern cosmopolitan city with deep historic roots spanning over 2,000 years.

Make It York is the city's destination management organisation, enhancing and promoting York as a world-class destination.

We lead on the city's tourism strategy and promote York regionally, nationally and internationally to leisure and business visitors via our Visit York brand and channels. This encompasses all aspects of tourism marketing and communications, as well as resident engagement, market intelligence and supporting our member businesses.

We ensure that culture is relevant and accessible to everybody in York with an ambitious culture strategy - by 2025 we believe York will be known as a city where outstanding, renowned heritage comes together with a cutting-edge and contemporary approach to creativity.

Make It York helps keep the city centre relevant and enticing for both residents and visitors by curating a high-profile calendar of city centre festivals, activities and events, as well as managing the iconic Shambles Market.

Core details

Job title:	Senior Leisure Marketing Executive
Reporting to:	Leisure Marketing Manager
Location:	1 Museum Street, York
Key working relationships:	Marketing and Communications team, Commercial team, Shambles Market team, wider MIY team
Key stakeholder relationships:	Visit York member businesses, key travel partners including but not limited to LNER, Grand Central, Travel Trade, Welcome to Yorkshire, VisitEngland/VisitBritain as well as engagement with traders on the Shambles Market

Main purpose of role

Marketing York as a must-see visitor destination to a wide audience, including targeted domestic and international segments. Taking a lead on the delivery of a range of consumer print publications as well as tactical seasonal campaigns.

Main Responsibilities and Key Tasks

- To work closely with the Leisure Marketing Manager and the Senior Marketing & Communications Manager in developing and delivering strategic and tactical campaigns across domestic and international markets

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- Lead on a series of seasonal campaigns (Haunted York, York Christmas etc)
- Promotion of the Shambles Market & Food Court
- Support in liaising with travel trade contacts, offering content, advice and supporting trade FAM visits
- Taking the lead in the development and delivery of a range of consumer print publications
 - Managing deadlines, sourcing print and distribution quotes, leading on copywriting, proof reading, collating content and liaising with our designer
- Supporting the Senior Marketing & Communications Manager and Leisure Marketing Manager in managing brand consistency
- Working with the Digital team to manage and deliver a series of e-newsletters to segmented audiences, following a pre-agreed timetable. These include but are not limited to:
 - Monthly Visit York e-news
 - Seven Days in York
 - Solus e-shots
- Updating web content for the travel trade / groups site and B2B marketing opportunities
- Day-to-day administrative tasks within the department, as required
- Taking minutes at key meetings such as the monthly Tourism Advisory Board
- Attending member events, group and trade shows
- Deputising for the Leisure Marketing Manager when required

Skills and Experience

- Minimum 3 years' experience in a marketing role
- Innovative and creative, with a desire to find better ways of delivering the objectives of the organisation
- Experience in the delivery of effective B2C marketing campaigns, ideally in the tourism or leisure sector
- Strong copywriting skills
- Knowledge of InDesign is beneficial
- Networking skills essential to build strong relationships
- An understanding of B2C PR and digital opportunities are desirable but not essential
- An ability to work seamlessly across various projects

Hours of work

Full time - 37.5 hours per week, Monday to Friday. Some out of hours work may occasionally be required.

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Applications

CV and covering letter to recruit@makeityork.com

Deadline for applications: 13.00 Friday 29 October

Interviews will be held: Tuesday 9 November