



Job Description

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| Post Title: | Economic Development Destination Marketing & Communications Officer |
| Service: | Economic Development |
| Grade: | G |
| Responsible To: | Economic Development Manager |

Job Summary: Managing of Visit Tunbridge Wells website and social media accounts to promote the borough to visitors. Leading the Economic Development team's engagement and communications with the local business community and other relevant partners. Promoting the borough as a destination for business investment.

Main Activities:

1. To prepare and deliver a 3-year Visit Tunbridge Wells Marketing Plan.
2. To plan and prepare new content for the Visit Tunbridge Wells website and undertake search engine optimisation (SEO) on an ongoing basis.
3. To liaise with the TWBC digital team to make any required technical changes to the new VTW website.
4. To be responsible for the planning, creation and delivery of the Visit Tunbridge Wells social media account content including Instagram and Facebook.
5. To train and manage ED Team Members in tasks related to the VTW website and social media.
6. To plan and procure new image content (both photography and video) for use on the Visit Tunbridge Wells website, social media and YouTube.
7. To establish and develop positive marketing partnerships with external organisations including Royal Tunbridge Wells Together BID, Visit Kent, Muddy Stilettos and other local businesses and organisations.
8. To identify opportunities, agree and deliver stand-alone Visit Tunbridge Wells marketing campaigns with various partner organisations and media outlets.
9. To work with the TWBC Communications Team to support Visit Tunbridge Wells marketing including the preparation of articles for Local Magazine, TWBC website news and the resident's newsletter.
10. To lead the Visit Tunbridge Wells partnership working with the Amelia staff team to provide high quality tourist information to visitors (within available resources) including training staff and volunteers and providing appropriate promotional materials both digital and leaflets.
11. To develop new initiatives to bring residents and visitors to the Amelia Scott and Assembly Hall Theatre and other events run by the TWBC Culture team.
12. To manage the TWBC business information social media accounts to promote events, advice, training and finance opportunities provided by partner organisations.
13. To devise and deliver Love Local and other campaigns promoting all business sectors in the borough (social media and print).

14. To plan and manage ED Team events for example networking events, Literary Festival and Small Business Saturday.
15. To prepare reports and make presentations to relevant groups including Town Forum, Parish Chairs and Cabinet Advisory Board as required.
16. To commission the undertaking of surveys and gathering of market research and provide input to funding bids.
17. To be responsible for the reporting of ED performance statistics for the borough including visitor economy key performance indicators.
18. To take decisions relating to the annual spend of the Economic Development budget related to promotion and marketing.
19. To assist with the team's wider financial administration processes and records.

NB This job description is not intended to be an exhaustive list of all the tasks and responsibilities of the post. In line with Service needs, some tasks may need to change and any changes will be made in consultation with the postholder.