

JOB DESCRIPTION

Sales and Marketing Assistant

Full time

Salary: £17k p.a. depending on experience

Location: Staveley, near Kendal, with the flexibility for some homeworking.

Application deadline: 17 May 2021

Interview date: 20 May / 21 May

SUMMARY

Cumbria Tourism is the official Destination Management Organisation for the Lake District and Cumbria. Our mission is to work in partnership to grow and strengthen the county's £3.1 billion tourism industry and enhance the region's reputation both national and internationally as an all-year-round world class visitor destination.

We're currently on the lookout for a **Sales and Marketing Assistant** to join the team Tourism team and support our work on the national and international stage.

Are you passionate and proud about Cumbria and the Lake District and its visitor offer?

Do you have a keen interest in marketing and aren't afraid to pick up the phone and sell?

Are you a highly motivated, enthusiastic, with an exceptional attention to detail who loves ensuring that a job is well done?

Do you want to be part of a professional and focussed team, dedicated to supporting its members and growing the value of tourism to their businesses?

If so, we would love to hear from you!

KEY RESPONSIBILITIES

- Support the marketing and communications team with both on-line and off-line campaigns
- Deal with incoming marketing enquiries and assist in the annual membership renewal process
- Deliver the end-to-end sales process for marketing services
- Manage the newsletter schedule by pro-actively generating and building newsletters.
- Assist with the updating and maintenance of website information and events using content management system (training will be provided).
- Assist with print projects liaising with advertisers and designers
- Research and identify business who are not currently utilising CT's marketing channels.

Specific minimum requirements for the job

Essential

- A good level of general education with a minimum of GCSE grade C in English and Maths
- Excellent attention to detail
- Computer skills including word processing, spreadsheets, databases, and PowerPoint
- Current clean driving licence and use of a vehicle

Desirable

- Sales and marketing experience
- Good social media understanding across all platforms
- Design skills
- Familiarity with Cumbria and Cumbrian tourism product
- Knowledge of the tourism industry - local, regional, national, and international
- Photography and videography skills

Competency profile

- Excellent written and verbal communication skills

- Self-motivated, proactive, and good organisation skills
- Ability to work independently and as part of a team
- Ability to prioritise and work to tight deadlines and sales targets
- Good creative, team working and communication skills
- Ability to initiate and implement new ideas
- Ability to prepare clear and readable reports on complex matters
- Strong commercial acumen

To apply, candidates must apply in writing by completing an application form, which is available from the Cumbria Tourism website

www.cumbriatourism.org/jobs and send it to sclarke@cumbriatourism.org

Deadline for completed application forms: 8am on Monday 17 May 2021.