

## **JOB DESCRIPTION**

### **Project Officer**

**Full time** although part time/job share would be considered for the right candidate.

**Fixed term contract** to start as soon as possible until 31 March 2025 with the potential of being extended or becoming a permanent role.

**Salary £25-27k p.a** depending on experience.

**Reporting to:** Sales & Marketing Manager

**Application deadline:** 19 February 9am, however we suggest early application as process may close early if suitable candidate is found.

## **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 Cumbria's reputation as an all-year-round world class visitor destination of national and international appeal.

Are you passionate and proud about Cumbria and the Lake District and its visitor offer? Can you help ensure both our destination and businesses recover as fast as possible from the pandemic?

Do you have a proven marketing background with the ability to plan and deliver world-class marketing campaigns from inception to evaluation?

Are you brilliantly organised and able to work on your own initiative, and happy to work outside the traditional office hours when required?

Are you great at working in partnership at all levels from small business to large multinationals?

Do you want to be a 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!

We especially welcome applications from candidates with experience in marketing and communications that are used to working across and leading a number of different projects both in-house and for external clients simultaneously. A strong awareness of Cumbrian tourism product and local food and drink businesses although not essential would be beneficial.

## **KEY RESPONSIBILITIES**

- To help deliver Cumbria Tourism marketing projects and services by season, sector and/or theme.
- Monitoring activity to ensure that CT is getting the best results from any marketing activity and spend against project objectives and outputs.
- Manage the day-to-day running of marketing projects and programmes, ensuring deadlines are met.
- Work with clients, project funders and stakeholder organisations, suppliers, and tourism groups to deliver a number of marketing campaigns and business support programmes

## **REQUIREMENTS**

- First class stakeholder engagement and customer service skills
- Strong project management and track record of meeting outcomes and objectives whilst delivering on-time, on budget and exceeding client expectations
- Excellent attention to detail
- Good presentation skills
- Proven experience of shaping high-impact marketing/communications campaigns and a track record of co-ordinating/reviewing content and briefing team members/external suppliers
- The ability to prioritise, organise and work under pressure with the ability to work unsupervised where necessary
- Computer skills including word processing, spreadsheets, databases, and PowerPoint
- Relevant qualifications or proven experience
- A good knowledge of tourism in Cumbria

- Current driving licence and access to a vehicle

To apply, candidates must apply in writing by completing an application form [HERE](#) and send it to [sclarke@cumbriatourism.org](mailto:sclarke@cumbriatourism.org)

Deadline for completed application forms: 9am on Monday 19 February 2024  
9am