



Job Description

Job Title:	Marketing Project Executive
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Salary:	£20,000
Terms	12 month fixed term role

1. Main Duties and Responsibilities (Please describe the main duties and responsibilities of this role)

1. Duties/Responsibilities	Estimated time
<ul style="list-style-type: none"> Your main responsibility would be the coordination of our Discover England Fund project 'Buzzing for the weekend' which aims to promote Liverpool, Chester and Lancashire to younger audiences in Spain and Portugal Researching hotel, attraction, bar and restaurant product that would be suited for the target market Engagement with businesses to participate in the project Coordination of marketing activity, working alongside branding and digital agencies Engagement with the Spanish and Portuguese travel trade, development of itineraries and coordination of familiarisation visits Development of social media strategy and identification of influencers Delivery of project update reports <p>In addition, other responsibilities would be;</p> <ul style="list-style-type: none"> Support on delivery of funded marketing programmes such as Brilliant Science & England's Historic Cities Client marketing activity including delivery of social media Support digital manager on content management for our destination website www.visitcheshire.com Support with other Marketing Cheshire communications i.e. press enquiries and weekly bulletin 	<p>60%</p> <p>40%</p>
2. Skills needed to perform this role satisfactorily	
<ol style="list-style-type: none"> Good time management and ability to prioritise workload. Passion for current marketing & social media trends. Strong creative flair and excellent attention to detail. Enthusiasm / interest in the tourism industry. 	
3. Experience required	



This role is suited towards a recent Marketing / Business studies and Spanish graduate.

You are required to have a very high level of Spanish, ideally having studied or worked abroad as part of your degree.