



**Keswick Tourism Association Ltd**

## **Job Description: Tourism Manager**

**Responsible to:** Keswick Tourism Association Board of Directors

The Tourism Manager will be responsible for one part time Tourism Officer.

### **Summary of the position**

Keswick Tourism Association is an independent membership organisation concerned with the marketing and support of tourism in the area of Keswick the Lake District. KTA's membership of nearly 400 businesses includes accommodation providers, visitor attractions, outdoor activity providers, retails businesses and a variety of other organisations.

The Tourism Manager will develop and promote tourism in order to attract visitors and produce significant economic benefits for the members of Keswick Tourism Association Ltd and the area of Keswick the Lake District.

The KTA office is located within the Town Hall in Keswick.

### **Main Duties and Responsibilities**

#### **Working with members:**

- Encouraging new members and managing the annual membership renewal process
- Sending weekly e-newsletters to members.
- Acting as a principal point of contact for and responding to enquiries from members and potential members
- Provide media and public relations advice and training workshops to KTA members

**Providing Strategic leadership:**

- Being actively involved in Director sub-group meetings, such as Marketing, Websites & Social Media and Finance, pro-actively contributing initiatives, taking Minutes and progressing actions
- Setting the annual KTA Budget in conjunction with the KTA Board
- Completing funding applications and managing the claim processes
- Developing and driving an initiative to grow the membership base of KTA, to agreed targets
- Developing and carrying out a strategy to generate income for KTA from on-line and other forms of advertising

**Operational Management:**

- Managing the Tourism Officer in the administration of the day to day finances, handling membership and advertising revenue, completing monthly financial reports, production of end of year accounts and VAT returns.
- Organising monthly Board Meetings, the Annual General Meeting and extraordinary meetings if required, taking of Minutes and progressing actions.
- Handling visitor complaints

**Networking:**

- Representing KTA at external meetings eg Town Council Events, Keswick-Borrowdale Corridor, Christmas Lights etc.
- Acting as the principal point of contact for and responding to enquiries from other tourist associations, government bodies, visitors, journalist and others
- Liaising with Cumbria Tourism, the Tourist Information Centre, Inn Style and other organisations.
- Maintaining a database of media contacts

**Project Management:**

- Working on other KTA projects as they arise such website development, Keswick in Bloom competition, Keswick Live Advent Calendar and media familiarisation trips

**Marketing and PR:**

- Development and updating of [www.visitkeswick.com](http://www.visitkeswick.com), ensuring fresh features, news and imagery
- Developing and managing KTA's presence on social networking sites and other relevant forums
- Production of The Keswick Holiday Guide and Discover Keswick leaflet plus a variety of tourism related literature, newsletters and e-newsletters.
- Identifying and developing stories, writing timely press releases and briefing journalists

- Creating and maintaining a festival and events calendar
- Monitoring the success of media campaigns and the website

Carrying out other duties as may reasonably be requested by the Board Members.

## **Person Specification**

### **Job related skills/Experience**

#### Essential

- Ability to co-ordinate a diverse range of activities
- Minimum 2 years experience in public relations/ marketing/ tourism
- Exceptional communication skills, written and verbal
- Excellent creative writing skills, to produce engaging copy
- Experience within the Tourism Industry
- Good IT skills, including expertise in Word and Excel
- Experience of budget control and reporting
- Ability to communicate at all levels, with a wide variety of individuals and groups
- Experience of developing or maintaining websites

#### Desirables

- Experience of using photo editing software ie Photoshop
- Experience of online booking systems
- Experience of management or at strategic level within tourism industry
- Working towards or with a tourism qualification

### **Personal Skills**

- Excellent organisational and administration skills
- Self-motivated and able to work on own initiative
- Confident and mature approach to dealing with people
- Clean driving licence and own transport
- An enthusiastic interest in the Lake District.

### **Other Information**

KTA's normal office hours are 9.00 to 5.00 Monday to Thursday and 9.00 to 4.30 Friday. This is a full-time permanent post, subject to satisfactory probationary period.

There will often be a requirement to work unsocial hours in the evenings and at weekends when attending meetings, events and exhibitions.

A workplace pension scheme will be provided.

When required to use your personal vehicle mileage will be paid at the prevailing casual user rate.

Salary (subject to a review annually) based on skills and experience.