JOB DESCRIPTION

SUMMARY INFORMATION

<table>
<thead>
<tr>
<th>Job Title:</th>
<th>Tourism and Marketing Specialist</th>
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<tbody>
<tr>
<td>Department:</td>
<td>External Relations</td>
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<tr>
<td>Contract Type:</td>
<td>Temporary</td>
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<td>Job Purpose:</td>
<td>The job holder will take lead responsibility for developing a clear tourism strategy in Western Europe Area, covering primarily France and Belgium, with key regional travel trade partners around CWGC’s most visited sites and the new visitor centre in Beaurains. The Head of Tourism and Marketing will co-ordinate marketing efforts to increase awareness of CWGC and promote visits to our sites.</td>
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<td>Job Band:</td>
<td>E1</td>
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<td>Reports to:</td>
<td>External Relations Director, Western Europe Area, with a professional reporting line to the Director of Corporate Information and Communication, based at the Head Office in the UK</td>
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<td>Direct Reports:</td>
<td>Approximately three</td>
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<td>Other Key Contacts:</td>
<td>Corporate Information and Communications, Directors and senior management (France and Belgium)</td>
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<tr>
<td>Financial Responsibilities:</td>
<td>As delegated</td>
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<tr>
<td>Location:</td>
<td>Office based - primarily based in Beaurains, France</td>
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<tr>
<td>Working hours:</td>
<td>Normal office hours are currently based on 37.5 hours per week, with flexibility according to local Agreements. Start and finish times as well as lunch breaks are flexible but are normally based around 08:30 to 16:30 Monday to Friday, plus a half hour unpaid lunch break each day. There may be occasions where you will be required to work overtime/out of hours.</td>
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<td>Travel:</td>
<td>Must be willing to travel, sometimes at short notice. Valid passport and full car driving licence are essential</td>
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<td>Right to work:</td>
<td>Must be able to live and work in France</td>
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COMMISSION BACKGROUND

The Commonwealth War Graves Commission (CWGC) honours the 1.7 million men and women of the Commonwealth forces who died in the First and Second World Wars, ensuring they will never be forgotten. Our work commemorates the war dead, from building and maintaining our cemeteries and memorials at 23,000 locations in more than 150 countries to preserving our extensive records and archives. Our values and aims, laid out in 1917, are as relevant now as they were 100 years ago.

July 2018
KEY RESPONSIBILITIES and ACCOUNTABILITIES

General
CWGC wishes to focus on marketing ourselves better to the tourism sector, travel trade and transport providers, working with key stakeholders and tour operators, Destination Marketing organisations and tourism authorities, encouraging them to promote our sites and what we have to offer in our Western Europe Area. CWGC are building a new Visitor Centre in Beaurains which is due to open in the summer of 2019. A key requirement of the role will be to develop CRM initiatives, engaging key stakeholders, as well as assisting with the delivery of a PR strategy, targeting key groups of consumers to promote its opening.

RESPONSIBILITIES
- Lead and implement a tourism strategy for Western Europe Area
- Lead and oversee the development of Customer Relationship Management initiatives
- Develop meaningful external relations with key stakeholders
- Lead and develop short-term and long-term campaigns
- Lead the successful delivery of CWGC’s activities through targeted marketing collateral, press and social media.
- Raise the profile of the Commission in Area, reinforcing the existing brand identity in terms of purpose, values, mission and vision.
- Responsibility for brand management and corporate identity within Area
- Provide line management for a small team

Team Performance
- Managing a small team

Project Responsibilities
- As required

PERSON SPECIFICATION

Education and Knowledge

Essential
- Educated to degree level in a relevant discipline or relevant experience within a global organisation
- Good working knowledge of marketing and tourism
- Fluent in French and English (written and oral)

Desirable
- Experience in Not for Profit or Charity sectors
- Media experience
Experience

Essential
• Demonstrable experience in a similar role
• Significant marketing/communications experience
• Demonstrable experience and confidence in engaging with stakeholders and colleagues at all levels of an organisation
• Experience of managing high profile projects and consistently bringing them in on time and to budget
• Experience in managing staff

Desirable
• Experience in delivering major marcomms projects with high-profile stakeholders

Skills and Abilities
• Ability to interact, communicate, present and sell ideas
• Strong interpersonal and relationship building skills
• Excellent judgement and professionalism
• Organised and an excellent time keeper, with the ability to deliver projects on time and to budget
• Team player who can be both creative and flexible
• Must be detail oriented and deadline driven
• An alignment and adherence to the Commission’s Values: RESPECT, EXCELLENCE, TEAMWORK, COMMUNICATION, PROFESSIONALISM and COMMITMENT
• Health and Safety responsibility for self and others

Your key duties are set out within this job description. From time to time, you may be required to perform such other reasonable duties that fall outside your job title or key job duties, should this be necessary to meet the needs of the Commission.

Signatures

Name of Job Holder:  Signature:  Date:  

Name of Line Manager:  Signature:  Date:  

July 2018