

FALKIRK COUNCIL



Job Profile

Job Title:	Tourism and Marketing Officer
Reporting to:	Regeneration & Tourism Team Leader
Responsible for Line Management of:	N/A
Your Job is to:	Develop and deliver promotional and engagement activity for VisitFalkirk in line with the Falkirk Tourism Strategy, working with stakeholders and tourism businesses to grow Falkirk's tourism economy.
Grade:	I
What you will do :	
Job Specific Tasks	
1. Co-ordinate, develop and implement a range of marketing and tourism related projects to help grow the visitor economy. 2. Develop and manage a variety of communications channels, including websites, social media, briefings for managers and news updates 3. Develop, deliver and measure tourism marketing campaigns aligned with the Falkirk Tourism Strategy's objectives, including the design and creation of creative and engaging content 4. Lead on the delivery of the Falkirk Tourism Strategy, developing and delivering projects to achieve the objectives set out in the strategy 5. Establish and nurture effective working relationships with key stakeholders such as VisitScotland, the Scottish Tourism Alliance, industry representative groups, Falkirk Tourism Group and others. And represent Falkirk Council at events and meetings 6. Development and delivery of a communications and promotional plan, ensuring excellent stakeholder engagement and forward planning to support the effective delivery of the strategy 7. Source and secure external funding to support economic development related initiatives, maintaining records of expenditure for monitoring purposes 8. Develop and deliver tourism industry networking events and initiatives to encourage business collaborations at local, regional and national levels 9. You may also be required to support marketing and communication activities for other areas of Falkirk Council at certain times	

Job Demands

1. You will be working in a mobile/flexible working environment.
2. You will be required to plan and organise your own workload.
3. You will be required to work to deadlines.
4. You will be responsible for contributing to the development of policies and strategies.
5. You will be responsible for accounting for financial resources.
6. You will be expected to communicate well with colleagues and others.
7. You will have excellent written and verbal communication skills.
8. You will have excellent communication skills and regularly advise, counsel, negotiate and persuade others.
9. You will provide support services to internal colleagues.
10. You will contribute to the design and development of your area of responsibility
11. You will be responsible for the development and management of information.
12. You will be responsible for moderately expensive equipment.
13. You will be required to use your own initiative.
14. You will be required to exercise sound professional judgement.
15. You will be required to work as part of a team.

Health & Safety

1. Work safely and follow procedures.
2. Take care of own health and safety and that of others whilst at work.
3. Comply with the Council's Health and Safety Policy.
4. Help create and promote a positive health and safety culture.

Person Profile

Essential Education & Professional Qualifications & Memberships	Ideally you will have	How we assess this
• Excellent numeracy and literacy • Degree in Journalism; Communications; Public Relations; Digital Marketing or equivalent		Application Form Qualification
Essential Skills, Knowledge & Experience	Ideally you will have	How we assess this
• Presentation skills • Organisational skills • Attention to detail • Significant experience is required. • Experience working as part of a team. • Experience using MS office packages.	• Analytical skills • Project Management experience. • Gaelic language skills	Application Form Interview Qualification
Falkirk Council Values & Behaviours		How we assess this
• Demonstrates behaviours which are consistent with Falkirk Council Values (Responsive, Innovative, Trusted, Ambitious)		Application Form Interview