



**Destination Plymouth**

**Memberships and Marketing Officer**



## **1. Introduction**

Destination Plymouth Limited is seeking to appoint an experienced and suitably qualified candidate to deliver new business development, and marketing services to support the following:

- Membership development and commercial income generation activity
- Marketing services to support the above including digital and trade activity

The candidate will be required to work closely with the Destination Plymouth marketing and events team, Business Improvement Districts and key stakeholders across the city.

## **2. Background**

Destination Plymouth Ltd. (DP) is a limited company, formerly incorporated in 2010. The organisation is the recognised Destination Management Company for Plymouth and its drive time area. Over the past 10 years, DP has been very effective in growing the visitor economy in the city from just over 4 million visitors annually to over 5.2 million. We have ambitious plans to grow on this success and increase this to over 6.2million visitors by 2030. DP is part funded by Plymouth City Council, the two Business Improvement Districts (BIDS) and Plymouth University. Approximately 1600 BID businesses receive automatic membership of DP through their BID levy. In addition, there are over 50 DP members who are non- BID members across the city and wider area.

DP receives commercial membership income on an annual basis as well as campaign income, sponsorship and web advertising to help support its marketing activity to promote Plymouth to the region, wider UK and internationally. As well working closely with city partners we also have a complex regional/national network of other DMO's including Visit Devon, Visit Cornwall the Great South West Tourism Partnership and Visit Britain/England.

## **3. The Services:**

The contractor will provide the following services for Destination Plymouth/Conference Plymouth:

### **I. Membership acquisition and renewal:**

- Sourcing, targeting and approaching new and existing members to encourage them to take out new subscriptions renew membership or go to a higher level of membership of Destination Plymouth/Conference Plymouth membership scheme working to an agreed target annually.



- Ensuring that all membership contracts are secured in writing using the agreed process and providing the necessary information to ensure that memberships are processed in a timely manner to the marketing team.
- Checking that memberships have been paid and working closely with the finance team to follow up with members if fees are overdue

## **II. Sponsorship:**

Seeking sponsorship and/or commercial funding for events, activities, promotional materials and advertising campaigns agreed in advance annually. Targets will be set for these activities in agreement with Destination Plymouth in advance.

## **III. Relationship development:**

Responsible for representing Destination Plymouth Ltd. in a professional manner at all times. Building relationships with key sector members, providing a friendly helpful point of contact and communications, exploring opportunities for joint working and partnership building.

- Organising member events  
Organising the annual conference and regular more informal networking events annually either online or in person. Agreeing venue, organising catering and presentation requirements, invitations and advertising for new and existing members

## **IV. Communications**

- Provide editorial content for regular newsletters, social media and communications to all members in a timely and professional manner.
- Ensure that members contact details are on the communications database. Checking back with members and stakeholders to ensure that they are receiving regular communications.
- Work in partnership with the marketing team to provide joined up messages and develop a proactive annual member communications plan

## **V. Group and travel trade activity**

Responsible for representing Destination Plymouth Ltd. in a professional manner at all times at trade shows, conferences, events and during familiarisation visits working closely with partners as required to support their activity.

- Representing at trade events
- Plan, organise and attend trade events and conferences, exhibitions as agreed annually. Ensure stands are booked, promotional materials are designed and printed/formulated and



delivered in a timely fashion. Where applicable agreed advance advertising and e-mail contact with trade partners to promote events.

- Organising fam visits  
Agree, plan and organise fam visits for trade and media either online or including accommodation, transport, access to key attractions and partner businesses. Act as host and follow up post visit to track through feedback and further actions required.
- Support marketing activities  
Work with marketing team and Conference Plymouth to an agreed marketing and communications plan to develop Travel Trade business for the city. This may include working with partners to develop incentives and developing content for trade database activity and follow up.

Key activities will be:

- To ensure the delivery of Conference Plymouth/Destination Plymouth services to the highest possible standard
- To ensure consistent compliance with General Data Protection Regulations when dealing with members financial and security information, procedures, and databases.
- To maintain and regularly update the 'Solomon' CRM system with details of sales calls and relationship activity.
- To take responsibility for maintaining great relationships with existing Conference Plymouth/Destination Plymouth members, ensuring their web listing and membership fees are up to date.
- To achieve set income targets, including memberships, sponsorships and advertising.
- To ensure that members and commercial businesses pay their fees working with finance
- To represent Conference Plymouth/Destination Plymouth and its members at monthly meetings and when required, local, regional and national exhibitions.
- To collate information from members for promotion and marketing through Conference Plymouth/Destination Plymouth social media platforms, Twitter and LinkedIn and bi monthly newsletters.
- To ensure all marketing activities undertaken are aligned with the Plymouth Visitor Plan 2021 to 2030
- To work closely with Chief Executive Destination Plymouth to develop long-term conference, meetings and travel trade pipeline business for the city
- Provide regular monthly reports on income, expenditure and activity to Chief Executive Destination Plymouth



#### **4. Term**

This is a 1 year fixed term post with the option for extension for the right candidate. There will be a three month probationary period. The position will be reviewed after 12 months and extended as required.

#### **5. Salary**

The salary for this role starts from circa £20,000 per annum depending on experience. Annual leave entitlement will be 25 days.

#### **6. Instructions to applicants:**

The employer of this post is Destination Plymouth Ltd.

Applicants are invited to submitting a covering letter and CV outlining why they would be suitable for this role. In particular applicants will be required to demonstrate knowledge, experience or skills in the following areas:

##### Tourism and hospitality sector:

- Local, regional and national networks, structures and operating methods
- UK domestic and international travel trade structures, distribution channels, B2B marketing methods and relationship development
- Knowledge of channel management and booking systems
- Overall knowledge of key aspects and components of tourism businesses within the sector

##### Membership organisations

- Selling skills, acquisition and customer relationship development techniques
- Management of CRM systems
- Communications techniques and planning

##### Presentation

- Face to face sales skills including exhibitions and conferencing
- Excellent IT skills including power point, word and excel
- Excellent written skills, ability to develop content and itineraries



Business

- Knowledge of Plymouth businesses and networks across the city
- Demonstration of commercial income generation and fundraising skills

**7. Selection process**

A covering letter and CV should be submitted by 5pm 26 October 2022. Suitable candidates will be shortlisted and initial interviews will be held w/c 31 October 2022.

**8. Contact details**

For further information including accessing any required documents or to discuss the role further please contact:

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