

PROJECT EXECUTIVE – US CONNECTIONS PROJECT

JOB DESCRIPTION AND PERSON SPECIFICATION

Position: Project Executive – US Connections DEF Project
Contract Type: Project based fixed term contract: January 2018 – March 2019.
Self-employed/Employed

Reporting to: US Connections Project Manager.
Salary guide: c. £19,500 to £22,500

ABOUT THE ROLE

Destination Plymouth, the destination management organisation for Plymouth is the accountable and lead organisation for a new tourism project, funded through the national Discover England Fund. The fund sets out to support projects that will deliver new world-class bookable tourism product in England. Plymouth is working alongside a number of other partner destinations who form the Programme Board.

‘American Connections’ is a project that will develop newly packaged tourism products around identified and tested themes that will attract the US inbound market. The project covers a wide geography of English destinations and a number of product themes. These themes will connect the destinations through the development of new itineraries and an enhanced visitor offer including the guided tour offer and themed experiences. The total value of the project is £700,000 with a completion date of March 2019.

The project will:

- Test and establish the product themes to be developed - that resonate with the US target audience (for example: World War connections; Magna Carta; Mayflower; Jamestown; Transatlantic)
- Support businesses and destinations within the partnership to develop content and bookable product in line with those themes
- Identify and secure a distribution plan and routes to market through working with travel trade partners
- Promote and raise awareness of the new bookable itineraries
- Monitor and evaluate outputs and report on best practice and learnings

A Project Executive is required to support the project manager and wider team to ensure that the project meets the required outcomes; maintain regular and effective communications and administration and support the delivery of the programme that will ultimately inspire future US visits and drive growth in England’s inbound visitor market.

Excellent and effective communication and administration is a key part of the role.

The project executive will be responsible for supporting the project manager and destination partners in delivering work streams within the project action plan, with a particular emphasis organising, planning, administering and communications. National and possibly some international travel may be required so flexibility in working hours will be essential.

The role will also include a variety of project support tasks including (and not exclusively) marketing support, attendance at meetings, working with and managing external agencies:

- Monitoring and collation of statistics from all partners in a timely, effective manner
- Administration of financial processes and updating budget documents
- Organising and supporting logistics of the delivery of travel trade events and exhibitions, training sessions and business meetings working with destination partners
- Organising and supporting the delivery of project board meetings including agenda's, minutes, venues etc.
- Stakeholder communication – in the form of e-newsletters, website updates, emails etc. as required
- Use of project management tool including ensuring project delivery remains on time and on budget
- Saving, sharing and filing content such as destination images and videos
- Coordinating press trips, familiarisation visits etc. across destination partners
- Working with external agencies and consultants where required to support their delivery

SKILLS AND EXPERIENCE

Essential Skills

Effective communication skills; able to liaise with a large number of partners face to face, electronically and over the phone.

Excellent attention to detail in all areas of work

Excellent administration and organisational skills; ability to coordinate the administration of and support delivery of a complex programme

Ability to meet tight timescales and simultaneously work on multiple work streams

Essential Experience

Experience of working across complex multi-stakeholder partnerships

Copywriting and content development appropriate to the audience as required

Experience of working with external agencies such as designers, PR etc.

Experience of project support / project management roles for a complex project

Experience in working in a fast-paced environment with deadlines and budgets

Excellent team worker and flexible in your approach

