

Business Development Executive – Visit Norfolk, Visit Suffolk, Visit East of England
37.5 hours per week

Visit East Anglia is the strategic voice of the visitor economy in the region and operates the commercial websites and digital channels of Visit Norfolk, Visit Suffolk and Visit East of England.

The Business Development Executive (BDE) will play a vital role in helping create a self-sustaining business based on commercial revenue from advertising, listings, sponsorship and commissions from websites, e-publications and e-shots.

The successful candidate will work to develop other potential revenue streams such as enhanced listings/commissions for themes such as conventions, weddings and tour groups.

The BDE will work with the Web, Admin and Comms Executive to develop a schedule of themed paid-for consumer e-shots e.g. top boutique hotels, family days out, best campsites as well as bespoke e-shots for relevant businesses.

The BDE will seek competition prizes from businesses to help increase the size of the consumer database.

The BDE will also have access to social media channels to help drive promotion of commercial activity.

The Post

Based at home, the post holder will work as part of a team which has responsibility for marketing the East of England as a domestic and international tourist destination, liaising with other destination organisations from VisitBritain to Visit The Broads and developing the visitor economy through its own activities and partnerships.

You will be one of the key points of contact for tourism businesses across East Anglia and consumer enquiries. Ideally you will have administrative experience and excellent communication skills.

Chairman: Dr Andy Wood, OBE
President: Lord Leicester of Holkham

APPLICATION AND RECRUITMENT PROCESS

Closing date for applications – 5pm Wednesday, February 23, 2022.

To apply for the post please email a covering letter and cv to Pete Waters pete@visiteastofengland.com. Please note that feedback will not be provided to those applicants who are not shortlisted for this post.

Referees In naming referees in your application, you are requested to give only those who can immediately be approached and one of these must be your current employer, or your most recent employer.

Interviews It is anticipated that first stage interviews will take place shortly after the closing date. Candidates who have not heard by this date should assume their application has been unsuccessful. Successful shortlisted candidates may be notified of their interview times by telephone and/or email and it is therefore essential you include both in your application.

Salary This is to be negotiated, but remuneration will also be based on generous commission from sales generated. There will be a salary review after six months.

With your application could you please include an approximate expected salary, before commission.

JOB DESCRIPTION

Main duties and responsibilities

Work with the team and outsourced suppliers such as Affinity agency to develop the Visit East Anglia business.

Run invoicing of commercial activities through QuickBooks or similar accounting software and MailChimp, liaising with VEA accountants Lovewell Blake to ensure debtors and creditors lists are up to date.

Assist with the organisation of networking events, webinars etc.

Work with brand managers on the design, production and content of e-publications. Liaise with outsourced designers to ensure e-pubs are well produced to deadline.

Ensure that all Visit East of England (and associated brands and contracts) documents and correspondence is produced to a professional standard, ensuring accuracy and attention to detail in all work, and that all deadlines are met, and work is completed in a timely manner.

Work with the Data Steward to help update paid-for business listings in the database.

Help manage, moderate and publish social media activity to benefit advertisers and partners.

Manage advertising on the websites working with the Web, Admin and Comms Executive.

Manage advertising consumer newsletters.

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Visit East Anglia Limited is registered in England, No: 7741044
Registered office: King Street House, 15 Upper King Street, Norwich, NR3 1RB

Equipment You will be provided with a company computer, software and programmes, and a mobile telephone.

Special Circumstances Willingness to be flexible by undertaking additional duties and at times working in different locations. Otherwise, work is from home. Some travel to different locations for meetings could be required. Expenses will be reimbursed

PERSON SPECIFICATION

Business Development Executive

- Five GCSEs at Grades A-C (including Mathematics and English), or equivalent qualifications or equivalent experience
- Proven recent experience of working in a busy commercial/sales role
- Experience of developing products and services
- Experience of working with office procedures and administrative systems
- Experience of working effectively in a team
- Experience of prioritising tasks to achieve objectives
- Experience of working in a customer-focused role
- Experience of working within the tourism sector (Skills & Knowledge)
- Good IT skills (Word, Excel, email and databases)
- Extensive working knowledge of using Microsoft packages including Office, Word, Excel and Outlook
- Good working knowledge of social media and scheduling tools
- Good working knowledge of QuickBooks or similar accounting software and MailChimp or other CRM system.
- Ability to generate accurate data/ information from database record systems on request
- Interpersonal skills and the ability to work sensitively with different people's needs
- Good communication skills in English Language – including ability to produce grammatically accurate e-mails, letters and memoranda
- Ability to communicate effectively with staff and with consumers/customers
- Knowledge/skilled use of any corporate IT system/database
- Analytical skills
- Organisational skills
- Attention to detail
- Self-motivated to work independently without close supervision
- Ability to use own initiative and resolve standard problems
- Ability to learn quickly and willingness to undertake further training, learn new IT and other skills and apply learnt skills in the workplace

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