

# TOURISM SOUTH EAST

## JOB DESCRIPTION

<b>Job Title:</b>	Marketing & Exhibition Manager - Travel Trade
<b>Responsible to:</b>	Senior Business Development Manager (SBDM)
<b>Salary:</b>	Band 26-29- £25,000 - £28,000 pa F/T – 37 hpw
<b>Location:</b>	Based at Head Office in Eastleigh – Flexible working considered

### Job summary

This role has two key areas of responsibility:

#### **Management of Excursions Group Travel Show**

Manage the operational delivery of Excursions. A national group travel exhibition, ensuring the event is delivered to brief, on time and within budget.

#### **Travel Trade Marketing Programme**

Plan and implement the delivery of the South East England Group Travel marketing activities to showcase the destination to group travel organisers and travel trade.

### Job content

#### Excursions Management

With guidance from the SBDM you will be required to take ownership of and be the main point of contact for this much-loved exhibition. Responsible for the planning, budget management, and operational delivery of the show, supported by a small external team.

Work with external sales support to implement effective sales strategies to hit pre-defined sales targets.

Manage both sides of the event budget, controlling the expenditure in line with predicted sales income.

Manage the contracting process with sponsors, exhibitors, venue and show suppliers.

Manage all exhibitor communications including pre-show sales collateral, exhibitor booking process, exhibitor hub and operational communications.

Deliver a targeted visitor marketing and communications campaign to group travel organisers, and travel trade. Achieving over 800 attendees to the exhibition, utilising in-house communication systems and platforms.

Plan and effectively coordinate all aspects of visitor operations, including coach transfer programme, accessibility, and registration.

Undertake post-event evaluations, financial reconciliation, reporting, and identifying new opportunities for growth.

#### Travel Trade Marketing Programme

Plan a trade marketing strategy and deliver a programme of activities, ensuring projects remain on target and to budget.

Work across in-house IT systems and platforms to deliver digital communications for the trade programme, including website, e-newsletters and social media activity.

Implement effective sales for the trade programme, liaising with members, non-members and destination partners.

Continue to build awareness and educate destinations and regional businesses on the domestic trade markets.

Manage external suppliers, and mailing house for the effective delivery of the annual Group Travel Guide,

Effectively manage incoming trade marketing enquiries

Undertake any other duties as required.

### **About the role**

This role is a multi-faceted role which would suit somebody with experience juggling activities across all aspects of the marketing mix, including online and offline media. It is a busy role; you will need to be able to manage your own workload and adapt as you go. It will suit an experienced marketing manager with proven event management experience.

Tourism South East is a small friendly team, we are flexible and supportive of each other. This role is for somebody that likes to have fingers in lots of pies and likes to build relationships in an exciting and fun-loving industry.

### **Must be able to demonstrate experience in the following areas**

Ability to take ownership of projects/events and drive them forward

Marketing experience across online and offline media

Event management experience

Ability to deal with multiple contractors and suppliers

Telephone confident

Experience using social media and ideally familiar with content planning tools

Ideally experienced in design creation using software such as Canva & Photoshop

Web design experience and content updates, ideally familiar with design platforms

Experienced in email creation, and familiar with email management systems

Confident user of Microsoft office – outlook, word, excel

### **Working Conditions**

Occasional travel for work purposes / attend events

Occasional travel and stay away from work base.

Ability to work some unsociable hours

Head office is based in Eastleigh. Remote working is possible depending on experience.

We would prefer the candidate to be in the office at least 3 days a week.

Please send your CV and covering letter by post or email to

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