



TRAVEL TRADE MANAGER – US CONNECTIONS PROJECT

JOB DESCRIPTION AND PERSON SPECIFICATION

POSITION:	Travel Trade Manager – US Connections DEF Project
CONTRACT:	This is a project based fixed term contract from October/November 2017 – March 2019.
HOURS OF WORK:	Full Time position.
PLACE OF WORK:	The post holder may work from the Destination Plymouth offices (Plymouth city centre location) or work remotely. Office space may be available with other destination partners, depending on location of post holder. Frequent national travel is essential.
REPORTING TO:	US Connections Project Manager.
SALARY:	c.£25,000 depending on experience

ABOUT THE ROLE

Destination Plymouth is the destination management organisation for Plymouth responsible for driving growth in the areas visitor economy. Destination Plymouth are the lead and accountable body for a new tourism project, US Connections, which has received funding through the national 'Discover England Fund'.

The Discover England 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 on the project, who form the US Connections programme board.

'US Connections' is a project that will develop newly packaged tourism products around identified and tested themes to drive growth in the US inbound market to England. The project covers a wide geography of English destinations (from the Midlands through to the South West) and a number of product themes. The product themes will connect the destinations through the development of new visitor itineraries. The project also focuses on enhancing the visitor offer associated to the itineraries, including developing the guided tour offer, upskilling local tourism businesses and providing themed experiences.

The total value of the project is £700,000. The funding end date is March 2019.

The project will:

- Conduct in market testing with US visitors and the travel trade to establish product themes to be developed - that resonate with the US target audience (for example: World War connections; Magna Carta; Mayflower; Jamestown; Transatlantic)



- Support local tourism businesses within the partnership destinations to develop visitor content and bookable, commissionable product aligned with those themes
- Identify and secure a distribution plan and routes to market through working with travel trade partners in order that the new product is effectively promoted to the target audiences
- Promote and raise awareness of the new bookable itineraries
- Monitor and evaluate outputs and report on best practice and learnings

A Travel Trade Manager is required to support the project manager and wider team to ensure that the product and itineraries are developed in a way to meet the needs of this market, inspiring future US visits and driving growth in England's inbound visitor market.

Engaging and building relationships with travel trade partners to take the new packages to market is a key part of the role. The Travel Trade manager will have a solid understanding and working knowledge within a travel trade environment.

The Travel Trade Manager will be responsible for delivering work streams within the project action plan, with a particular emphasis on travel trade engagement and distribution including:

- Travel Trade training and support for relevant tourism businesses within each partner destination to ensure they are 'travel trade' ready.
- Development of new thematic guiding experiences and support the evolution and making them bookable and commissionable to the trade
- Engagement with the travel trade, tour operators and partners including UK Inbound and VisitBritain ensuring product is fit for purpose
- Delivery of the marketing and distribution plan including the planning and hosting of familiarisation visits, attending travel trade events; delivering a travel trade training and education programme and raising awareness across the trade through relevant targeted communications.
- Working with destination partners to develop and implement the activity streams
- All activity, budgets and outputs will need to be clearly tracked, monitored and recorded.

SKILLS AND EXPERIENCE

Essential

Good working knowledge of the tourism industry and experience of working with/in travel trade

Understanding of how tourism products and services are made commissionable to the trade

Experience of working across complex multi-stakeholder partnerships



Effective communication skills including presentation skills
An understanding of the tourism sector landscape
Excellent administration and organizational skills; ability to coordinate and manage a complex programme
Copywriting and content development appropriate to the audience
Management of external agencies such as designers, PR etc.
Experience of project management
Proven experience of delivering marketing programmes
Ability to meet tight timescales and deliver project outputs on time and on budget
Excellent team worker and flexible in your approach

Desirable

Experience and knowledge of working with the US travel trade
Experience of working with VisitBritain and other travel organizations
Understanding of routes to market within the US

APPLICATION PROCESS

To apply, please send a cover letter outlining your relevant experience and your CV to amanda.lumley@plymouth.gov.uk

For any further information in advance of applying, please contact Amanda Lumley via email in the first instance.

Closing date for applications is 5pm Monday 30th October 2017.