**VISIT PEAK DISTRICT & DERBYSHIRE (VPDD) MARKETING ASSISTANT**

**JOB DESCRIPTION AND PERSON SPECIFICATION**

**Contract:** Permanent full-time (35 hours per week)   
**Based at:** Chesterfield with agile working. Additional travel may be required  
**Salary:** From £23,000 per annum

**1. MAIN PURPOSE OF THE ROLE**

To support content creation for our website, assist with public relations activities, and arrange visits for journalists.

This role requires a flexible approach, a passion for travel and tourism within the geography, and an understanding of the tourism industry.

**2. POSITION IN ORGANISATION**

* Reports to the VPDD Managing Director.
* Day-to-day liaison with VPDD marketing and content team members.

**3. DUTIES AND KEY RESPONSIBILITIES**

* Content Creation – Support the development and management of engaging content for our website and social media platforms.
* Public Relations – Assist in the execution of PR campaigns, including drafting press releases and liaising with media contacts.
* Journalist Visits – Coordinate and arrange visits for journalists, ensuring they have a memorable experience in the Peak District and Derbyshire.
* Marketing Support – Provide general support to the marketing team, including administrative tasks and project coordination.
* Event Assistance – Help organise and promote events that highlight the region's attractions and activities.
* Market Research – Conduct research to stay updated on tourism trends and competitor activities.
* Be an innovative thinker with a flair for creating engaging content.
* To carry out any other reasonable duties as directed.

**4. PERSON SPECIFICATION**

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| **Knowledge**   * Knowledge of the Peak District and Derbyshire * Knowledge of the tourism business landscape across the Peak District and Derbyshire i.e. attractions/hotels etc * Basic understanding of SEO and digital marketing principles * Genuine interest in travel and tourism within the geography | essential  essential  essential | desirable |

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| **Experience**   * Previous experience in marketing, PR, or a related role is advantageous but not essential |  | desirable |
| **Qualifications**   * A degree or relevant experience in Marketing, Communications, Tourism, or a related field | essential |  |
| **Skills and abilities**   * Excellent interpersonal skills (in writing and verbally) * Strong organisational skills * Good multitasker * Proficiency in using social media platforms and content management systems * Excellent organisational skills and attention to detail * Ability to work independently and as part of a team * Capable with Microsoft Office and Cloud based applications * Driven to build and maintain professional relationships with colleagues, media, and stakeholders * Adaptable and willing to learn | essential  essential  essential  essential  essential  essential  essential  essential  essential |  |
| **Personal attributes**   * A passion for travel and tourism, with a good understanding of the Peak District and Derbyshire's tourism offerings * Self-motivated with a can-do attitude * Takes responsibility * Supports others and works well with a team * Creative and challenges tradition * Passionate about the Peak District & Derbyshire * Must be dependable and reliable * Must be able to exercise tact and diplomacy at all levels * Must be able to work under own initiative * Full driving licence (able to drive in the UK for business purposes) * Access to own transport * Willingness to travel across the geography * Must be prepared to work flexibly in terms of working hours | essential  essential  essential  essential  essential  essential  essential  essential  essential  essential  essential | desirable  desirable |

**5. ADDITIONAL INFORMATION**

East Midlands Chamber (Derbyshire, Nottinghamshire, Leicestershire) is the managing employer for Visit Peak District & Derbyshire.

This role is eligible to participate in the Chamber’s agile working policy.

Employee name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Employee signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date signed: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_