

Keswick Tourism Association Ltd

Tourism Officer (part-time)

Brief description of job: Reporting to and assisting the Tourism Manager in promotion and communications as well as providing a high standard of support to members

Responsible to: Keswick Tourism Manager
Keswick Tourism Association Board of Directors

Introduction

Keswick Tourism Association is an independent membership organisation concerned with the marketing and support of tourism in the area of Keswick and the Northern Lake District. KTA's membership of over 250 businesses includes accommodation providers, visitor attractions, outdoor activity providers, retail businesses and a variety of other organisations.

Main Duties and Responsibilities

- Assisting the Tourism Manager in providing a high level of support to KTA members including membership, business support, training, legislation, online booking systems, IT and social media, website entries, advertising and general enquiries.
- Maintaining a database of membership records
- Maintaining a library of photos including categories and titles
- Supplying press packs and stock images to press and media
- Maintaining a festivals and events calendar
- Website updating of public and member websites
- Assisting in the creation of social media posts, blogs and other marketing materials
- General office and administrative duties including minute taking at meetings and day to day financial record keeping
- Issuing invoices and accurately recording receipts and payments
- Dealing with enquiries from the general public via telephone, email, social media and face to face
- Providing support for the Tourism Manager in other areas in particularly busy periods and as holiday cover
- Carrying out other duties as may be reasonably requested by the Tourism Manager and KTA Board of Directors

Essential Skills

- Basic use of Microsoft word and excel
- Basic accounting experience (Sage, Xero or similar)

Desirable Skills

- Managing social media accounts and running campaigns
- Basic website management and content creation