

## Job Description

**Job Title: Tourism & Marketing Manager**

**Pay Grade: 10 £39,152 - £40,777 per annum**

**Based at:** Canolfan Rheidol, Aberystwyth

**Job Evaluation Reference: JD 1906**

### **Main Purpose of the Job:**

The post holder will be responsible for the marketing of Ceredigion as a visitor destination and the operation of service areas within the Tourism Service's control. This will include:

- To support the delivery of tourism-related marketing activity across campaigns, PR, digital content, research, and partner engagement. This role will contribute to high-profile projects that enhance the destination's visibility, generate media interest, support campaign planning, and ensure strategic use of tourism assets, media, and research.
- To co-ordinate the efficient delivery of a multi-year programme of activity to support the actions and ambitions set out in the Ceredigion Economic Strategy.
- Managing and running the Ceredigion Events Partnership and supporting the Ceredigion Events Programme.
- Supervise the management of the Ceredigion Ambassador Scheme.

## **Key Tasks & Responsibilities:**

- Develop and execute a Ceredigion Tourism Destination Management Plan to promote Ceredigion as an attractive location for businesses and visitors.
- To drive PR and media engagement by responding to media image and information requests.
- Collating digital content and production to support social media and digital campaigns.
- To co-ordinate the operation of the Council's Canolfan Croeso.
- To manage staff within the Ceredigion Tourism team.
- To assist in the preparation of tourism marketing budgets.
- To maintain a close working relationship between the Tourism Service and other departments of the Council.
- To assist with the work of the Corporate Communications Team as directed.
- To maintain a close working relationship with Visit Wales, Mid Wales Regional Tourism Forum and with local stakeholders and trade operators.
- Supporting the Tourism's research and insight activities.

**Disclosure & Barring Service Check\*:** Not Applicable

**Essential Professional Registration / Membership:** Not Applicable

# Person Specification

## Essential Requirements

### **Essential Academic / Professional / Technical / Vocational Qualifications:**

Degree in a relevant subject relevant to the requirement of the post and / or at least 4 years' experience in a relevant field.

### **Essential experience:**

- Minimum of 2 years practical experience working in a marketing role.
- Experience of developing, coordinating and realising marketing and/or communication programmes/projects.
- Recent experience of creating multimedia materials (video clips, images, photos, IG) to promote the area on our Darganfod Ceredigion website and social media accounts e.g Facebook, Instagram, Youtube.
- Experience in managing or organising media assets and administrative system.
- Experience of providing executive support to the Ceredigion Events Partnerships/Board.
- Sound knowledge and understanding of issues facing rural communities and tourism businesses.
- Experience of communicating / working with individuals and groups on a broad level and developing new audiences.
- Experience of coordinating and leading on agreements, and an understanding of procurement arrangements.
- Experience of managing a team.

### **Essential practical/personal skills:**

- Very high level of interpersonal skills combined with the ability to communicate effectively to a wide variety of internal & external contacts including formally representing the Council in dealing with external organisations and members of the public on a very regular basis.
- Strong writing, proofreading, and copy-editing skills.
- Good organisational skills and attention to detail.
- Confident IT user, including MS Office software, including Microsoft Teams, email procedures and practices and experience with digital platforms.
- Strong image and asset management awareness (permissions, copyright, file storage).

- Ability to display own initiative and work proactively.
- Creativity and the eagerness and confidence to offer ideas.
- Enthusiasm, perseverance and the will to solve problems.
- The ability to respond positively to changes in the working environment and to deal effectively with work pressures when they arise.
- Ability to motivate, lead and inspire others to act.
- Ability to effectively mentor staff and carry out general supervisory duties.
- Ability to effectively represent the Authority in dealings with other organisations.
- Evidence of relevant continuous professional development.
- Using their own travel arrangements, the postholder must be able to attend locations across the county at very short notice, in order to respond promptly to operational and service demands.

## **English Language Skills:**

### Listening & Speaking

- **Level 5:** Can contribute fluently and confidently in relation to all aspects of day-to-day work, including discussing and advising upon technical, specialist or sensitive matters.

### Reading Skills

- **Level 5:** Can understand reports, documents and articles he/she is likely to read during his/her work, including complicated concepts expressed in abstruse terms.

### Writing Skills

- **Level 5:** Can write business correspondence, short reports, e-mail messages and information literature to an acceptable standard with the assistance of language tools. Can write detailed notes in a meeting whilst contributing fully.

## **Welsh Language Skills:**

### Listening & Speaking

- **Level 4:** Can contribute effectively to internal and external meetings in the context of the job area. Can understand differences in language and dialect. Can argue for or against a specific case. Can chair meetings and answer questions confidently from the Chair. Can give presentations fluently and confidently in the context of the job area.

### Reading Skills

- **Level 4:** Can understand correspondence and reports expressed in standard language.

## Writing Skills

- **Level 4:** Can write business correspondence, short reports, e-mail messages and information literature with editorial assistance.

## Desirable Requirements

### **Desirable Academic / Professional / Technical / Vocational Qualifications:**

- A CIM Professional Certificate in marketing (or working towards one).
- ECDL qualification or corresponding qualification in the use of ICT.
- Project Management Qualification.

### **Desirable experience:**

- Experience of economic and community development work and processes.
- Experience of working in Local Government.
- Experience of preparing and implementing work programmes.
- Experience of undertaking research and collecting data.
- Experience of preparing grant applications.

### **Desirable practical/personal skills:**

- Basic ability to converse in a main European language (e.g. French, German, Spanish, Italian) or BSL.

# Disgrifiad Swydd

**Teitl y Swydd: Rheolwr Twristiaeth & Marchnata**

**Gradd Cyflog: 10 £39,152 - £40,777 y flwyddyn**

**Lleoliad Gwaith:** Canolfan Rheidol, Aberystwyth

**Cyfeirnod Gwerthuso Swydd:: JD 1906**

## **Prif Bwrpas y Swydd:**

Bydd deiliad y swydd yn gyfrifol am farchnata Ceredigion fel cyrchfan i ymwelwyr a gweithredu ardaloedd gwasanaeth o fewn rheolaeth y Gwasanaeth Twristiaeth. Bydd hyn yn cynnwys:

- Cefnogi cyflwyno gweithgarwch marchnata sy'n gysylltiedig â thwristiaeth ar draws ymgyrchoedd, cysylltiadau cyhoeddus, cynnwys digidol, ymchwil, ac ymgysylltu â phartneriaid. Bydd y rôl hon yn cyfrannu at brosiectau proffil uchel sy'n gwella gwelededd y gyrchfan, yn creu diddordeb yn y cyfryngau, yn cefnogi cynllunio ymgyrchoedd, ac yn sicrhau defnydd strategol o asedau twristiaeth, cyfryngau ac ymchwil.
- Cydlynu cyflwyno rhaglen weithgarwch aml-flwyddyn yn effeithlon i gefnogi'r camau gweithredu a'r uchelgeisiau a nodir yn Strategaeth Economaidd Ceredigion.
- Rheoli a rhedeg Partneriaeth Digwyddiadau Ceredigion a chefnogi Rhaglen Digwyddiadau Ceredigion.
- Goruchwylio'r gwaith o reoli Cynllun Llysgenhadon Ceredigion.

## **Tasgau a Chyfrifoldebau Allweddol:**

- Datblygu a gweithredu Cynllun Rheoli Cyrchfannau Twristiaeth Ceredigion i hyrwyddo Ceredigion fel lleoliad deniadol i fusnesau ac ymwelwyr.
- Gyrru cysylltiadau cyhoeddus ac ymgysylltu â'r cyfryngau trwy ymateb i geisiadau am ddelwedd a gwybodaeth yn y cyfryngau.
- Coladu cynnwys a chynhyrchu digidol i gefnogi ymgyrchoedd cyfryngau cymdeithasol a digidol.
- Cydlynu gweithrediad Canolfan Croeso y Cyngor.
- Rheoli staff o fewn tîm Twristiaeth Ceredigion.

- Cynorthwyo i baratoi cyllidebau marchnata twristiaeth.
- Cynnal perthynas waith agos rhwng y Gwasanaeth Twristiaeth ac adrannau eraill y Cyngor.
- Cynorthwyo gyda gwaith y Tîm Cyfathrebu Corfforaethol yn ôl y cyfarwyddyd.
- Cynnal perthynas waith agos â Croeso Cymru, Fforwm Twristiaeth Rhanbarthol Canolbarth Cymru a gyda rhanddeiliaid lleol a gweithredwyr masnach.
- Cefnogi gweithgareddau ymchwil a mewnwelediad y Twristiaeth.

**Gwiriad Gwasanaeth Datgelu a Gwahardd\*:** Not Applicable

**Cofrestriad/Aelodaeth Broffesiynol Hanfodol:** Not Applicable

# Manyleb Person

Gofynion Hanfodol

## **Cymwysterau Academaidd / Proffesiynol / Technegol / Galwedigaethol Hanfodol:**

- Gradd mewn pwnc perthnasol sy'n berthnasol i ofynion y swydd a / neu o leiaf 4 blynedd o brofiad mewn maes perthnasol

## **Profiad Hanfodol:**

- O leiaf 2 flynedd o brofiad ymarferol yn gweithio mewn rôl farchnata.
- Profiad o ddatblygu, cydlynu a gwireddu rhaglenni/prosiectau marchnata a/neu gyfathrebu.
- Profiad diweddar o greu deunyddiau amlgyfrwng (clipiau fideo, delweddau, lluniau, IG) i hyrwyddo'r ardal ar ein gwefan Darganfod Ceredigion a chyfrifon cyfryngau cymdeithasol e.e. Facebook, Instagram, Youtube.
- Profiad o reoli neu drefnu asedau cyfryngau a system weinyddol.
- Profiad o ddarparu cymorth gweithredol i Bartneriaethau/Bwrdd Digwyddiadau Ceredigion.
- Gwybodaeth a dealltwriaeth gadarn o faterion sy'n wynebu cymunedau gwledig a busnesau twristiaeth.
- Profiad o gyfathrebu / gweithio gydag unigolion a grwpiau ar lefel eang a datblygu cynulleidfaoedd newydd.
- Profiad o gydlynu ac arwain ar gytundebau, a dealltwriaeth o drefniadau caffael.
- Profiad o reoli tîm.

## **Sgiliau ymarferol/personol hanfodol:**

- Lefel uchel iawn o sgiliau rhyngpersonol ynghyd â'r gallu i gyfathrebu'n effeithiol gydag amrywiaeth eang o gysylltiadau mewnol ac allanol gan gynnwys cynrychioli'r Cyngor yn ffurfiol wrth ddelio â sefydliadau allanol ac aelodau o'r cyhoedd yn rheolaidd iawn.
- Sgiliau cryf mewn ysgrifennu, prawfddarllen a golygu copi.
- Sgiliau trefnu da a sylw i fanylder.
- Defnyddiwr TG hyderus, gan gynnwys meddalwedd MS Office, gan gynnwys Microsoft Teams, gweithdrefnau ac arferion e-bost a phrofiad gyda llwyfannau digidol.

- Ymwybyddiaeth cryf o reoli delweddau ac asedau (caniatâd, hawlfraint, storio ffeiliau).
- Y gallu i arddangos menter eich hun a gweithio'n rhagweithiol.
- Creadigrwydd a'r awydd a'r hyder i gynnig syniadau.
- Brwdfrydedd, dyfalbarhad a'r ewyllys i ddatrys problemau.
- Y gallu i ymateb yn gadarnhaol i newidiadau yn yr amgylchedd gwaith ac i ddelio yn effeithiol â phwysau gwaith pan fyddant yn codi.
- Y gallu i ysgogi, arwain ac ysbrydoli eraill i weithredu.
- Y gallu i fentora staff yn effeithiol a chyflawni dyletswyddau goruchwyllo cyffredinol.
- Y gallu i gynrychioli'r Awdurdod yn effeithiol wrth ddelio â sefydliadau eraill.
- Tystiolaeth o ddatblygiad proffesiynol parhaus perthnasol.
- Bydd angen i ddeiliad y swydd allu teithio i wahanol leoliadau ledled y sir ar fyr rybudd, gan ddefnyddio cludiant personol, i ymateb yn brydlon i anghenion y gwasanaeth.

### **Sgiliau Iaith Saesneg:**

Gwrando a Siarad:

- **Lefel 5:** Medru cyfrannu'n rhugl a hyderus yng nghyswllt pob agwedd ar y gwaith beunyddiol, gan gynnwys trafod a chynghori ar faterion technegol, arbenigol neu sensitif.

Sgiliau Darllen

- **Lefel 5:** Gallu deall adroddiadau, dogfennau ac erthyglau y mae'n debygol o ddod ar eu traws yn ystod y gwaith, gan gynnwys cysyniadau cymhleth wedi'u mynegi yn nhermau astrus..

Sgiliau Ysgrifennu

- **Lefel 5:** Medru llunio gohebiaeth fusnes, adroddiadau byr, negeseuon e-bost a llenyddiaeth hysbysrwydd i safon dderbyniol gyda chymorth cymhorthion iaith. Medru llunio nodiadau manwl tra'n cymryd rhan lawn mewn cyfarfod.

### **Sgiliau Iaith Gymraeg:**

Gwrando a Siarad:

- **Lefel 4:** Medru cyfrannu'n effeithiol mewn cyfarfodydd mewnol ac allanol yng nghydestun y pwnc gwaith. Medru deall gwahaniaethau cywair a thafodiaith. Medru dadlau o blaid ac yn erbyn achos penodol. Medru cadeirio cyfarfodydd ac ateb cwestiynau o'r

Gadair yn hyderus. Medru rhoi cyflwyniadau yn rhugl ac yn hyderus yng nghyd-destun y pwnc gwaith.

#### Sgiliau Darllen

- **Lefel 4:** Gallu deall gohebiaeth ac adroddiadau wedi'u mynegi mewn iaith safonol.

#### Sgiliau Ysgrifennu

- **Lefel 4:** Medru llunio gohebiaeth fusnes, adroddiadau byr, negeseuon e-bost a llenyddiaeth hysbysrwydd gyda chymorth golygyddol.
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#### Gofynion Dymunol

#### **Cymwysterau Academaidd / Proffesiynol / Technegol / Galwedigaethol Dymunol:**

- Tystysgrif Proffesiynol CIM mewn marchnata (neu weithio tuag at un).
- Cymhwyster ECDL neu gymhwyster cyfatebol wrth ddefnyddio TGCh.
- Cymhwyster Rheoli Prosiect.

#### **Profiad Dymunol:**

- Profiad o waith a phrosesau datblygu economaidd a chymunedol.
- Profiad o weithio mewn Llywodraeth Leol.
- Profiad o baratoi a gweithredu rhaglenni gwaith.
- Profiad o gynnal ymchwil a chasglu data.
- Profiad o baratoi ceisiadau grant.

#### **Sgiliau ymarferol/personol dymunol:**

- Y gallu sylfaenol i sgwrsio mewn prif iaith Ewropeaidd (e.e. Ffrangeg, Almaeneg, Sbaeneg, Eidaleg) neu BSL