



JOB OFFER

Organisational Unit	International Markets – United Kingdom and Ireland Catalan Tourist Board
Characteristics	Number of vacancies 1
	Address 17 Fleet Street EC4Y 1AA London
	Timetable Full-time

Background

The Catalan Tourist Board is the body of the Government of the Generalitat de Catalunya responsible for carrying out tourism promotion policies.

The United Kingdom and Ireland Catalan Tourist Board (CTB), along with the Barcelona head office, heads development of the marketing plan and carries out the main destination promotion and marketing actions.

The Catalan Tourist Board in London is in charge of the UK and Irish markets. It makes requests to tour operators and the press, organises fam and press trips, workshops, trade fairs, roadshows and presentations. It is also responsible for reporting to the Catalan tourism industry based on market analysis and current market data.

The UK and Ireland CTB is currently looking for Marketing Executive to promote tourism in Catalonia.

Responsibilities and functions

- Prepare and carry out, along with CTB management and the Barcelona head office, online and offline promotion actions linked to the Centre (trade fairs, fam trips, press trips, workshops, presentations, business calendars, educational and other tours).
- Ensure representation of the entity as part of fam and press trips, in Catalonia, and trade fairs and other events established in the annual actions plans.
- Prepare calls for promotion actions using the contact databases and send out notifications.
- Help organise actions and take part directly, assisting with – or undertaking if there is no Central Unit representative present – the role of Promotion Officer covering logistics,



set-up, image, accompanying or attending to participants, problem-solving and gathering ratings and other information of interest.

- On-site monitoring of the results of actions, particularly articles resulting from press trips.
 - Develop professional ties with tour operators in the market: travel agents, tour operators, carriers, etc., providing support and responding to their requests regarding the marketing of the Catalonia tourist destination.
 - Manage a segmented portfolio of existing clients and acquire new potential tourism accounts for leisure tourism (B2B and B2C) and MICE.
 - Development of commercial relations with tourism industry representatives.
 - Analyse market data and carry out studies on sectors and outbound markets.
 - Deal with external enquiries and requests for promotional and informational materials.
 - Autonomy in the carrying out and overseeing of internal and external projects, as well as responsibility for budget management (making payments, supervising invoices, material stock, etc., or following up if undertaken by the central unit).
 - Plan and carry out a communication plan and content targeting the UK and Irish tourism industry.
 - Assist CTB management in local relations with the sector, the media and the general public.
 - Assist, accompany and represent CTB management.
 - Accompany Centre management at social and local sector engagements when necessary or attend in their stead.
 - Support Catalan companies in their marketing and orientation in the UK and Irish markets.
 - Provide guidance and support for the UK and Irish tourism industry.
 - Compile and assess – on a regular basis or upon internal request – information from tour operator catalogues, news items or reports in the press or other media; channel press clipping provided by entities in the region, such as Spanish tourist information offices; and pass on anything of interest,
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sporadically or in periodical studies, to the Units or the Corporate Communications Office, as appropriate.

- Keep contact databases up to date.
- Carry out administrative and logistical tasks.
- Support and manage the CRM system.
- Attend to the phone, incoming emails, material stocktaking, etc. in the Centre.

Requirements	Qualifications	Bachelor's degree in Tourism, Marketing, Digital Marketing, Communication, Advertising and Public Relations, Business Studies, Business Administration and Management, International Trade or similar.
	Skills	<ul style="list-style-type: none"> ○ Analytical thought ○ Ability to work as part of a team and collaboration ○ Results-focused ○ Internal and external customer focus ○ Change-oriented ○ Soft and communication skills ○ Drive, initiative ○ Ability to work independently ○ Organisational and planning skills ○ Ability to research information ○ Efficiency-oriented ○ Commitment to the organisation
	Languages	Catalan, Spanish and English
	Office automation	<ul style="list-style-type: none"> ○ Mastery of digital platforms and social media ○ Proficiency in all MS Office programs
	Other	<ul style="list-style-type: none"> ○ At least two years' experience in a similar post ○ Willingness to travel and attend events, even in the evenings and the odd weekend.
Considered an advantage		<ul style="list-style-type: none"> ○ Knowledge of the tourism sector and the main agents that affect its development ○ Knowledge of Catalonia, the region and its tourism offer



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- Knowledge of the UK and Irish, international, leisure and MICE tourism markets
 - Knowledge of digital marketing
 - Knowledge of market research
 - Knowledge of event organisation
 - Knowledge and awareness of a sustainable tourism model
 - A postgraduate qualification or master's degree in any of these fields

We offer

- Frequent travel
- Exciting and varied projects
- Space for creative and independent work
- Pleasant international working environment
- Salary based on professional experience

If you are interested in applying for this post and think you meet the requirements, send your CV to [this link](#). For more information, you can contact gestiodeltalent.act@gencat.cat