

VISITOR STUDIES GROUP ADMINISTRATIVE SUPPORT

The Visitor Studies Group (VSG) is a dedicated community of Visitor Studies professionals. We promote dialogue, facilitate debate and through skills-sharing opportunities provide continuing professional development. For more information about the group see www.visitors.org.uk.

We are looking for a dynamic individual to help support the work of the Group and its Committee through:

- Managing our communication with our members and marketing to new members
- contributing to business planning
- Administrating finances and memberships
- Administration for our activities, including events and annual conference

This is a freelance appointment with a fixed annual fee of £5000 (pro-rata in 2016) with separate expenses. You will support the VSG from your own office (which can be based anywhere in the UK), and attend four committee meetings a year which are held in major UK cities (accessible by public transport) and the 2 day London-based annual conference. The VSG offers its members an annual Conference plus events which take place at locations across the UK (most recently Manchester and previously Edinburgh). The role includes assisting with marketing events and managing bookings via Eventbrite.

The contract is offered for a fixed term of 9 months in the first instance, and following a successful review there will be the option to renew on an annual basis for a further two years. After this time the contract will be advertised. Ideally we would like to appoint somebody who could start the handover process in March/April. Interviews will be held in February, exact date tbc.

If you want to apply for this position, please send a CV and covering letter outlining your suitability for the role to Kayte McSweeney (Co-Chair) at Kayte@visitors.org.uk **by Friday 22 January**. If you wish to discuss the role informally before applying please get in touch with Kayte using the above email address or Lyndsey Clark (current VSG Administrator) on admin@visitors.org.uk.

TASKS ASSOCIATED WITH THIS ROLE

1. Administration of the Group

NOTE: We are looking for someone with experience of working with membership renewals and who may have knowledge of an online system which can ease the process and enable us to offer a rolling programme of membership.

Tasks include:

- Administration of the VSG “contact us” email address (admin@visitors.org.uk)
- Administration of membership scheme including existing memberships, renewals and new requests
- Being the first point of contact for future members and members’ queries and circulating reminder communications for memberships
- Maintaining and building email lists for group communications (incl. The committee group email list)
- Administration of the finances eg bank registrations, paypal, reporting
- Ensuring that the VSG website is updated regularly and continues to be a source of relevant information about the VSG, its members, and activities
- Editing and sending the regular members’ e-newsletter (content provided by the committee)

2. Administration of the Committee

- Contribute to the VSG’s future development through participation in committee meetings
- Compile the agenda for meetings (currently 4 pa)
- Minute and circulate minutes of committee meetings within one week of meetings taking place identifying actions
- Liaise with committee members to reimburse committee related travel expenses
- Collate reports for AGM eg chair, treasurer (1 pa)
- Administer contracts with providers
- Provide additional support to the committee as required

3. Administration of VSG activity

- Administer event registrations and fees using Eventbrite
- Produce marketing material and market activities (eg develop and maintain marketing lists of individuals, membership of relevant lists eg GEM, BIG, PSCI-COM, UKES, AHI etc)
- Update event information on the website
- Maintain finances and financial reporting

4. Member communication

- Develop and maintain regular member communications eg produce quarterly newsletter based on recent member activity
- Use social media to communicate with members and to widen awareness of VSG more generally
- Future members communications – eg for institutional memberships, speakers, potential members
- Work with the committee to devise marketing campaign/strategy and implement

PERSON SPECIFICATION

Essential:

- Knowledge of, or interest in, the visitor studies community
- Understanding of the culture, heritage, arts and/or visitor attractions sectors
- Experience of maintaining/building membership communications
- Experience of financial reporting
- Ability to work with a committee of people
- Ability to work independently
- Attention to detail and well organised
- Competent with IT
- Experience of maintaining a website

Desirable:

- Event management experience
- Marketing experience
- Working with a not-for-profit organisation
- Experience of working for a committee or board of volunteers
- Contacts within the visitor studies community