

VISITOR STUDIES GROUP ADMINISTRATIVE SUPPORT

Freelance Appointment

Fixed annual fee of £5000 pro-rata, with separate expenses.

This is a freelance appointment and can be based anywhere in the United Kingdom.

The Visitor Studies Group (VSG) is a dedicated community of visitor studies professionals working in the UK cultural and heritage sectors. As a membership organisation, we seek to promote dialogue, facilitate debate and through skills-sharing opportunities provide continuing professional development.

For more information about the group see www.visitors.org.uk.

VSG wishes to appoint a freelance individual to help support the work of the Group and its volunteer-run Committee through:

- Managing communication and marketing, including – but not limited to – the VSG e-newsletter, the VSG website, VSG social media and enquires.
- Administrating finances and memberships.
- Administration for our activities, including events – both virtual and in-person – and our annual conference via Eventbrite.
- Attendance at and minute taking at four Committee meetings a year held in UK cities. We anticipate that we will not resume face-to-face Committee meetings until Spring 2021 at the earliest; in the interim meetings will be held via video conferencing.
- Support and attendance at our annual conference, if it falls within the period of employment. Please note that the format for the 2021 conference is still to be confirmed.
- Travel and accommodation booking for Committee Members.

The contract is offered initially for a fixed term of 6 months commencing November 2020, with scope for further extension after this period. You will be required to attend a handover meeting with the outgoing VSG Admin at the start of your contract. You will be required to carry out your roles and responsibilities for VSG from your own office, using your own IT equipment and internet connection.

To apply for this position, please send a CV and covering letter outlining your suitability for the role to admin@visitors.org.uk by Friday 30th October 2020. If you wish to discuss the role informally prior to submitting your application then please get in touch with us using the above email address.

Tasks Associated with the Role

Administration of the Group:

- Administration of the VSG generic email address (admin@visitors.org.uk).
- Administration of the membership scheme, including existing memberships, annual membership renewals and new membership requests.
- Being the first point of contact for prospective members and member enquiries.
- Maintaining and building email lists for group communications.
- Financial administration; specifically bank registrations, PayPal, financial reporting and membership fees.
- Ensuring that the VSG website is updated regularly and continues to be a source of relevant information.
- Editing and sending the regular members' e-newsletter. Note that content for this is provided by the Committee.

Administration of the Committee:

- Contribute to VSG's future development through participation in Committee meetings.
- Minuting Committee meetings.
- Reimbursing Committee travel expenses when in-person meetings resume.
- Booking Committee travel and accommodation when in-person meetings resume.
- Administer contracts with providers, for example catering contracts for events.
- Provide additional support to the Committee as required.

Administration of VSG Events:

- Administer event registrations, financial projections and fees using Eventbrite.
- With the support of the Committee, produce marketing materials and support marketing activity.
- Update event information on the website.
- Maintain finances and financial reporting.

PERSON SPECIFICATION

Essential:

- Knowledge of – or interest in – the visitor studies community.
- Experience of managing a membership database.
- Experience of financial reporting.
- Ability to work as part of a team.
- Ability to work independently.
- Attention to detail and well organised.
- Competent with IT, specifically Microsoft Office.
- Experience of maintaining websites.

Desirable:

- Understanding of – or interest in – the culture, heritage, arts and/or visitor attraction sectors.
- Event management experience.
- Marketing experience.
- Contacts within the visitor studies community.