

Job description and responsibilities of the GTAC Communications Executive

Background to the role

The [Global Travel Association Coalition](#) (GTAC) ensures that the eight major global Travel & Tourism advocacy organisations speak with one voice and act in unison on the common issues of global importance to the sector.

Based at the offices of the World Travel & Tourism Council (WTTC) in London, the GTAC Communications Executive will play a leading role in managing the communication between the coalition Members, the wider Travel & Tourism sector, and the media.

This is a full-time role for a fixed-term to 31 December 2019 (with the possibility of extension). **Only those with the legal right to work in the United Kingdom should apply.**

Job summary

The primary responsibility of the GTAC Communications Executive is to collate and communicate facts, research, views, opinions and information held within the GTAC Member organisations and disseminate them efficiently across the coalition, to the wider Travel & Tourism sector and to the media.

Reporting to Executive Director, Toby Nicol, the successful candidate will demonstrate a proven ability in communications (across traditional and social channels) and be able to collate and analyse information from a wide range of sources in the production of compelling collateral which gains cut-through across the sector and to the media.

Specific roles of the Communications Executive

1. Member liaison and information gathering, collation

- Establish excellent working relationships with the communications teams of each of the GTAC members to be able to speedily gather all relevant information
- Collate this information and produce interesting, informative collateral to be used by members of GTAC to ensure that all coalition members speak with one voice on the major issues
- Package and distribute this information to be used by the wider Travel & Tourism sector and the media
- Maintenance of the GTAC website and associated social channels

2. Day to day media relations

- Handling incoming media enquiries and prioritising actions
 - Liaising with GTAC members and setting up interviews with GTAC members
 - Setting-up interviews with the Executive Director, if necessary
 - Drafting responses to written questions
- Press releases
 - Drafting

- Securing approval by the GTAC Members
- Distribution
- Drafting letters to the press on behalf of GTAC leaders
- Monitor global media and distribute press cuttings to colleagues as appropriate

3. Managing the Coalition

- Establish working relationships with the GTAC Advisors, Communications teams and all relevant Executive Assistants within the coalition Members
- Set-up and manage the quarterly conference calls of Advisors
- Assist the Executive Director in regular liaison with the GTAC Leaders

4. Overseas travel

If necessary, to attend the major annual events of GTAC Members or other events of global importance to the Travel & Tourism sector to promote the work of GTAC in ensuring the industry speaks with one voice on the major issues

Competencies

- 3+ years plus of experience in a communications role (including media relations and social media) in a company or member-based organisation
- Proven ability to produce compelling communications material from a wide range of sources
- Well organised. Ability to manage multiple schedules simultaneously, working under high pressure and to tight deadlines
- Resourceful and proactive, with the ability to work autonomously while being part of a bigger team
- Strong interpersonal and communication skills showing the ability to manage multiple stakeholders
- Fluency in a second major language is useful
- Experience of the travel sector would be an advantage

Applications to be received on or before Friday 25 August 2017

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