

SECTION 9

Cardiff & Co Summary of Staff Responsibilities

Managing Director

To lead the executive, formulate the company's business plan, implement Strategic Board policy, manage stakeholder relations and secure additional investment in the company.

PA / Office Manager

To manage the Managing Director's commitments and ensure the efficient operation of the office, including the management of the company's accounting processes in conjunction with Cardiff Council finance staff.

Head of Events and Networks

To develop and lead the Cardiff Ambassadors' Programme, build productive relationships with Higher Education partners and develop programmes designed to increase external investment in the company.

Head of Trade and Investment

To develop partnerships, projects and activities aimed at promoting the Cardiff city-region as a business investment location.

Head of Campaigns

To develop partnerships, projects and activities aimed at increasing Cardiff's profile as a leisure tourism activity and to lead on performance management across the company's activities.

Head of Special Projects

To lead on the publication of consumer and trade focused communications and to assist the Managing Director as required.

Convention Bureau Manager

To sell Cardiff to conference organisers and buyers as a business tourism destination and to drive up the company's commercial income via commission earned.

PR Manager

To lead on the development of media and public relations aimed at increasing Cardiff's profile as a destination of choice for people to work, live, invest, meet, visit, study, shop and play.

Communications Executive

To be the custodian of the Cardiff brand and manage the company's web based and publications based marketing and communications.

Membership Executive

To lead on the development of the Cardiff Tourism Network, including member recruitment and retention as well as in—year relationship management activities.

Business Tourism Executive

To work with the Convention Bureau Manager to sell Cardiff as a business tourism destination and drive up Cardiff & Co's commercial income.

Data Executive

To ensure that Cardiff & Co's consumer, stakeholder, trade and other forms of data is up-to-date and regularly supplemented and to monitor and execute outstanding and overdue invoices payable to Cardiff & Co.

Conference and Bookings Co-ordinator

To provide an efficient and professional accommodation and venue booking service to conference organisers and their delegates and to ensure that all commissionable activity is identified.

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