

**WELCOME TO NOTTINGHAM**

HOME OF ROBIN HOOD

**Visit Nottinghamshire: A guide for interns**



## VISIT NOTTINGHAMSHIRE

- Nottinghamshire is a leading tourism destination with a world-class reputation for its legends, local traditions, culture, sport and heritage. Tourism is estimated to be worth £1.979bn to the local economy.
- Visit Nottinghamshire (which includes Meet in Nottingham) is the division of Marketing Nottingham responsible for driving leisure and business visitors to the city and county.
- We primarily target visitors outside of a 30 minute drive time, and have over 4.2 million visitors to our website every year.
- We work with over 500 private sector partners and Nottingham City Council to grow the visitor economy
- We also manage the city's award-winning Tourism Centre.

# Internships at Visit Nottinghamshire: what skills do we look for?

- **Excellent written communication** – being a great writer means you can help us to create high quality content for our website, social media and newsletters.
- **A ‘people person’** – you’ll be speaking to local businesses and organisations, journalists as well as prospective tourists, so you’ll need to be friendly, polite and professional.
- **Organisational skills** – it’s a busy, varied and fast-moving role, so it helps if you are well-organised.
- **Creativity and resourcefulness** – helping us to come up with fantastic campaign ideas, often within time and budget constraints.

**Any previous experience in digital marketing (including website management, SEO and social media), PR and journalism, graphic design/ photography/ video, or the tourism and hospitality industry would definitely be a bonus!**

# What kind of tasks could you be doing at Visit Nottinghamshire?

Each internship will depend on the skills, experience and interest of the individual, so the following list is not intended to be exhaustive. We are always open to suggestions for tasks, activities and projects that interns could do for us depending on their skill set!

The role will be primarily remote/hybrid, likely with the opportunity to work in-person around once or twice a week. We will discuss this with you prior to starting the internship. Please note that we can only offer unpaid internships.





28 May 20 The Origins of the Mayflower Pilgrims St Nottinghamshire

From a modest group of radical re thinkers in the North Nottingham countryside, to one of the most di and powerful nations today, today English Tourism Week celebration Nottinghamshire's unique heritage commemorating the story of the Mayflower Pilgrims.

Read more



14 Jan 21 Capturing Wollaton Hall – Interview with Photographer Chris Denning

Seeing Chris Denning's stunning shots of Wollaton Hall has been so uplifting throughout lockdown. We got in touch for a chat to find out why this area captured Chris's eye, how he manages to capture the majesty of the natural world with his lens, things to look out for at Wollaton Hall throughout the seasons, plus some top tips for budding photographers.

Read more



Valentine's Day Dining - Special Menus for Delivery & Collection

the type who likes to wine and or sweetheart or celebrate e's Day with a romantic meal for its' fabulous restaurants have got erred with some very special take- id heat-at-home options, so you d less time in the kitchen and re enjoying each other's company, re

## Writing blogs

We aim to keep our [blog section](#) refreshed and up to date with relevant content for readers. This varies, but it can be 'round-up' style blogs (best beer gardens, best winter walks, top events on this weekend), reviews of Notts venues and attractions that we have visited, Q+A style interview blogs, interesting content about Nottingham's history and heritage, and more!

### WINTER WALKS IN NOTTINGHAMSHIRE

In explore-outdoors, featured, things-to-do, love-local, events

Nottinghamshire is stunning at this time of year and a frosty walk can be just the tonic to combat seasonal blues or rouse you from your festive stupor on Christmas Day. So if you've overdone it a little on the mince pies this year, wrap up cosy and take a wander around one of the county's country parks, canals or our iconic Sherwood Forest.

# Writing consumer newsletters

We have a database of approximately 35,000 people who have signed up to read our monthly consumer newsletter, which we create using a tool called Dotmailer.

This newsletter is often based around a particular theme (e.g. seasonal such as Valentine's Day, summer in Nottingham, Christmas) and highlights things for people to see and do in Nottingham and Nottinghamshire. Sometimes it also includes a competition to win a prize.

It includes text, images and links to more information, and aims to inspire people to book a visit to Nottinghamshire.

We have a guide on writing newsletters in the **Marketing** → **'How to' guides** file.



After all the excitement and merriment of Christmas and New Year celebrations, January can sometimes feel a little grey. The urge to hibernate may be strong, but there are plenty of things to do around Nottinghamshire to help you banish those pesky January blues.

Whether you're a bit strapped for cash, looking for new ways to get active, or just looking to boost your mood, we've compiled an array of events and things to do to help you start 2020 with your best foot forward.

Don't forget to check out our [what's on pages](#) for even more events coming up.

## FEELING GOOD

The evenings may still be dark, but there's no need to stay inside feeling gloomy. Why not check out a comedy night, enjoy a spot of group singing, or dance your cares away to some classic pop music? Here's some of Nottingham's most uplifting events this January,



**Award-winning £1  
Comedy Night**  
Wednesday 8 & 22 January  
The Canal House



**Come & Sing with John  
Rutter**  
Sunday 19 January  
Royal Concert Hall



**Waterloo: The Best of  
Abba**  
Friday 24 January  
Motorpoint Arena

# Helping us run competitions

We regularly run [competitions](#) in partnership with local businesses who are often very keen to offer prizes and get some extra exposure for their business. Prizes include things like tickets to an event, an overnight stay in a hotel or a meal in a restaurant – or sometimes all three in one big package if we're running a major competition!

Sometimes these are run exclusively on social media, and other times have a dedicated page on our website and a feature in the consumer newsletter.

Interns may support us to ask local businesses if they would like to offer a prize, help us to promote the competitions via our channels, and contact the winner to arrange their prize.



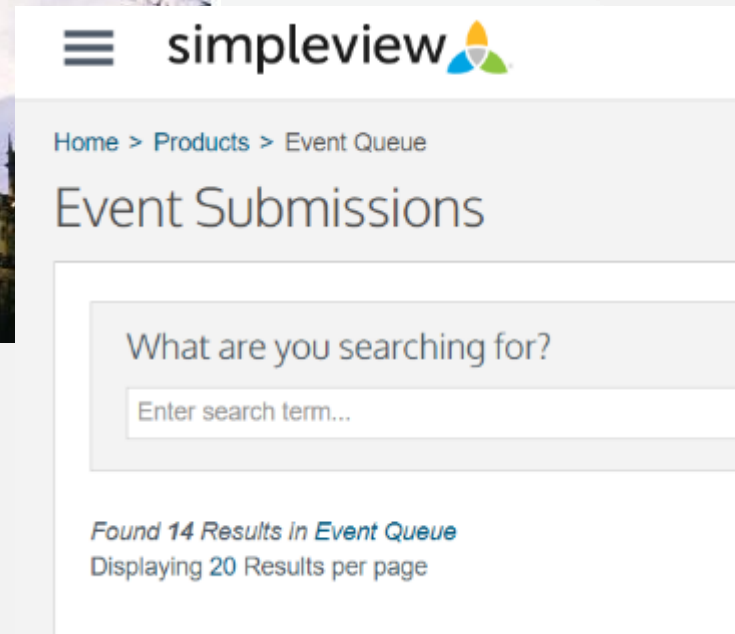


# Adding events to the website

One of the most popular sections of our website is our [‘What’s On’ calendar](#), and visitors can check out this section to see which events will be taking place during their visit to Notts.

Local businesses that partner up with us can submit their events via the Submit Event form, and then we can log in and approve it as long as it meets our quality standards (e.g. Does it provide enough information for the reader? Does it make you want to attend this event?).

We can also create new events ourselves, or edit existing events (e.g. to add in extra dates, or update the images and content). We have a guide on how to load events in the **Marketing** → **‘How to’ guides** file.



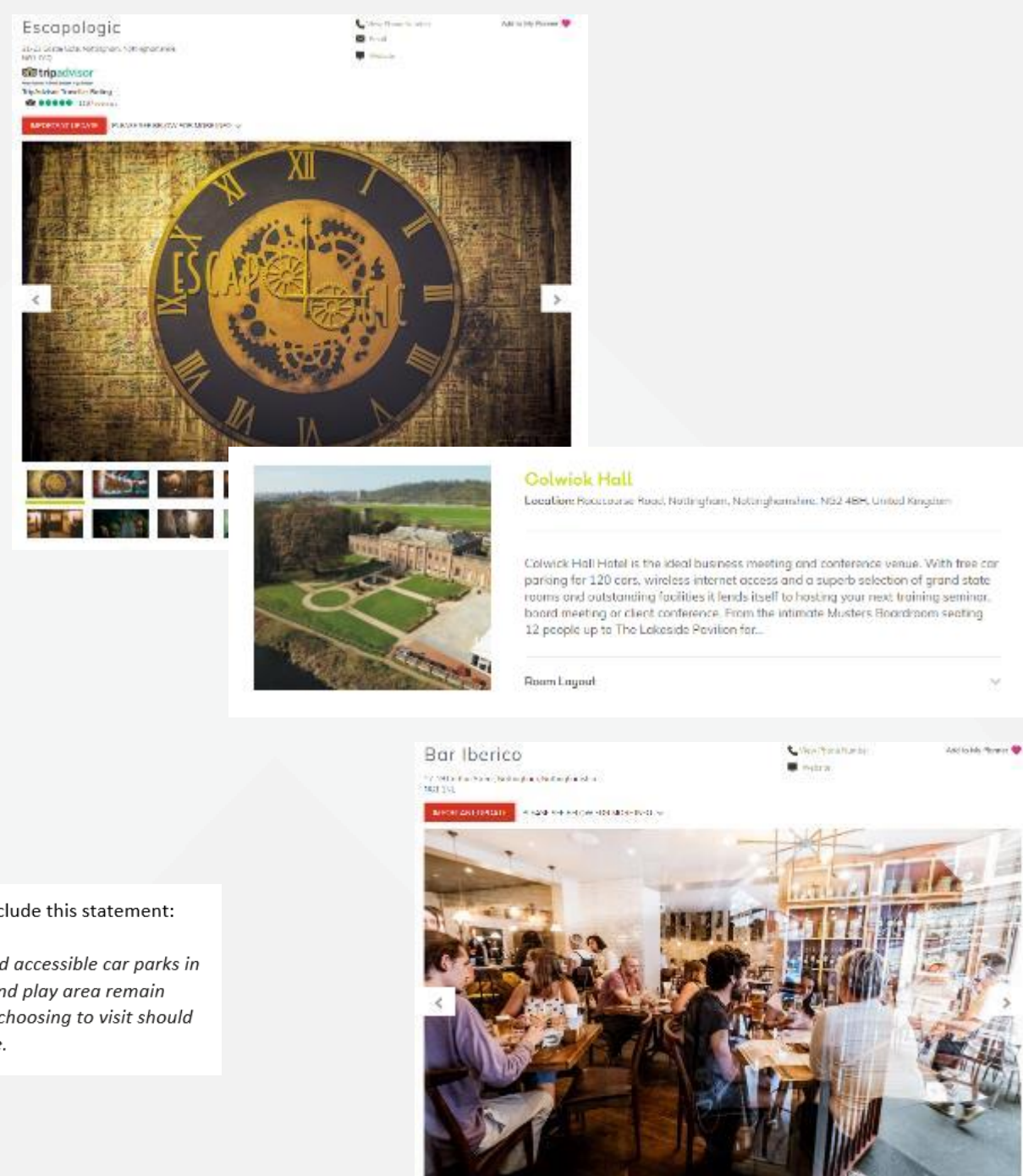
# Updating member listings

Every local tourism and hospitality business which is a member of Visit Nottinghamshire and/or Meet in Nottingham has a 'listing' on our website, providing information (including their opening times and prices), images and sometimes the option for visitors to book directly through our website.

Sometimes these businesses may contact us to ask if we can update their listing e.g. revising the opening times or prices, adding newer images, or changing the content - such as in the email below – so we log in and make these changes.

Thank you! Please be aware that we are opening on a limited capacity, I'd appreciate if you could update our listing to include this statement:

*We have now reopened our visitor car parks, but please be mindful that there will be limited capacity at both the main and accessible car parks in order to keep visitors and staff safe on site. They will be closed when they are full. Our visitor centre, shop, café, toilets and play area remain closed. We would urge our visitors to please stay local to your nearest reserves and greenspaces where possible. Anyone choosing to visit should observe all current government advice around social distancing and hygiene and please follow the one-way system on site.*

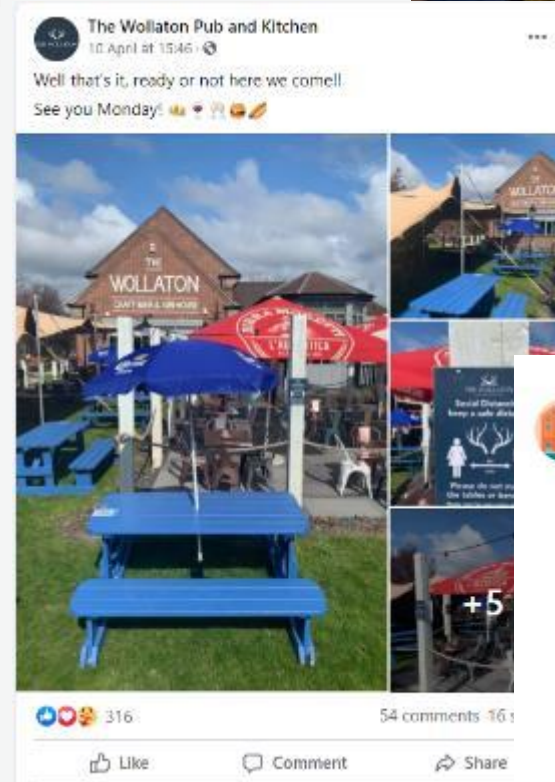


# Searching for information about our member businesses

We often create new sections on our website relating to a particular theme or campaign, and we need to find out what local businesses are doing and whether we can include them in our promotional activity.

This involves checking their websites and social media pages for updates (for example, we might have a look to see which venues and attractions are running family-friendly Easter events, or offering Valentine's Day deals).

Once we know what their plans are, we can help to promote them on our websites, social media and newsletters.

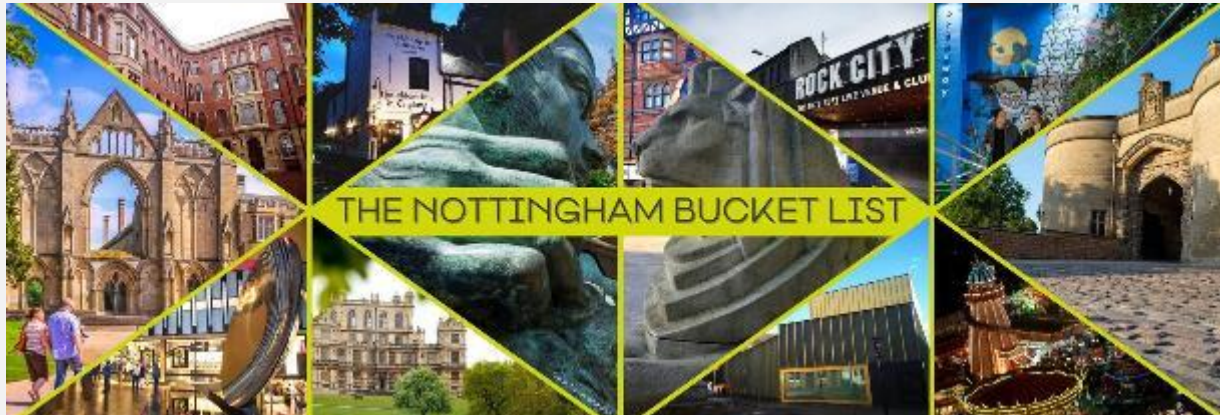


# Designing graphics

We often design attractive graphics and banners for our website, newsletters and social media using a tool called Canva. These generally feature eye-catching images and a title, and will normally be in the Visit Nottinghamshire branding and style.

If you've got an eye for design, you could help us to create new graphics using the existing templates in Canva.

We have a guide to using Canva in the **Marketing** → **'How to'** guides file.



# Helping us to respond to journalist enquiries

Visit Nottinghamshire receive enquiries every day from journalists who are planning to write a particular feature (often in national news outlets such as the Guardian or Daily Mail) via a tool called ResponseSource.

We read all the enquiries to see whether there are any suitable ones, and if there is then we will send over content, images and a link to more information to the journalist. Sometimes we'll also invite the journalist to come and experience it for themselves if they would like to!

Journalists don't always have the time to inform us if they're going to actually use our content, so it's up to us to check later on to see whether Nottingham was featured.

## Enquiry summary

Writing a four page special feature on gorgeous vintage cafes & tea rooms across the UK

## Query

Hello there - I'm working on a fabulous four page travel feature for a My Weekly magazine special about gorgeous and picturesque vintage/retro cafes and tea rooms across the UK.

Sadly I know doors are shut right now and many small businesses suffering so I really want to flag up/include/promote and mention as many as I can with some gorgeous pics and what makes them special for an Easter issue and really hoping in the not too distant future doors may be open again.....

Got lots of ideas already but if you own a vintage cafe, one, know someone who does or do PR for one please let me know. Pic wise please just send one at this stage otherwise my inbox may explode!!!



Hi Sue,

I hope you're well! I'd like to recommend Josephine's Tea Lounge and Bistro, Nottingham.

Josephine's Tea Room and Café is a classic vintage tea room located directly opposite the Theatre Royal in Nottingham. With stunning décor mixing elegance with a touch of flamboyance, Josephine's is perfectly placed for pre-theatre, cinema or concert and a favourite destination tea room for locals, visitors and tourists.

Serving traditional afternoon tea featuring mini breadsticks while you wait is just the start of the experience. Relaxing music playing the likes of Dean Martin, Al Bowly and Nat King Cole helps the stresses and strains just drift away. Find yourself gazing at the unique feature wall, a



**TIME FOR ...**

Now you can travel the country and be confident that tea, sandwiches and cake will always be on the menu. Discover our showcase of gloriously vintage tearooms

**Josephine's Tea Rooms, Nottingham**

This vintage 'Tea Lounge' is family run and has prime position in the city opposite the Theatre Royal. Serving a traditional menu from breakfast through to a choice of afternoon teas, and a range of 40 luxury loose leaf teas. [info@theatrejosephines.co.uk](mailto:info@theatrejosephines.co.uk)

**Metrodeco Kemp Town, Brighton**

Brighton is one of those places where you'll always find somewhere offbeat and quirky and a hip to the edge, cool and laid back area of Kemp Town boasts this 1930s style tea shop. A workable cake house, and plenty of bespoke tea to wash it down with. Just check out their insta page! [@the\\_biscuits](https://www.instagram.com/the_biscuits)

# Helping Visit Notts to prepare for interviews

Visit Nottinghamshire are often invited to be a spokesperson on local or regional news channels (such as BBC Radio Nottingham or ITV Central), talking about news relating to the tourism sector. Sometimes these interviews are live, and sometimes they are pre-recorded.

You won't be asked to do any interviews as part of your internship, but you could assist with background research to make sure the spokesperson is as prepared as possible to talk about the topic in question, and creating some helpful notes to guide the conversation.



# Helping us to run events

From time to time, we run events such as the Nottinghamshire Hospitality STARS Awards or our annual Visitor Economy Summit.

You may be able to support us in the planning and running of such events. This could include sending out invitations, promoting the event on social media, helping with press activity around the event and more.



# Helping us with Research and Insights

If you're interested in data and analytics, you may be able to assist us with research and insights which can help to inform our future activity.

This could involve doing an analysis of which of our web pages or social posts are performing particularly well (and why?) or helping us to create surveys for consumers or local businesses to understand current attitudes or gain feedback.

Depending on the scale of the research undertaken, there may be the opportunity to engage with the Research & Evaluation team of national tourism body VisitEngland.



## The Covid-19 Tourism Recovery Consumer Survey

Nottingham & Nottinghamshire

## Welcome to Google Analytics

Google Analytics gives you the free tools you need to analyze data for your business in one place, so you can make smarter decisions.

[Start measuring](#)



# Helping Meet in Nottingham to manage small enquiries

Meet in Nottingham often receives smaller enquiries that come through the website or via phone, with people looking for a venue (and sometimes other services) for an event they are planning.

We primarily focus on bringing large scale events to Nottingham but we occasionally get enquiries like birthday parties, day meetings, award dinners and breakfast meetings. You will liaise with the client and gather all their relevant event details before forwarding the enquiry to suitable venues which meet the requirements.

Depending on the commission value, we will liaise with the client from enquiry stage to booking stage. For very small events that offer limited commission value, we send the client's contact details to the venue and ask that they liaise with each other direct.

<b>Event Type</b>
Awards Dinners
<b>Event Date</b>
12 <sup>th</sup> June 2021
<b>Event Duration (days)</b>
1
<b>Alternative Dates</b>
NONE
<b>Estimated Number of Delegates</b>
100
<b>Total Budget</b>
£5000
<b>Event Brief</b>
We should like an evening dinner with entertainment if possible for around 100 Structural Engineers.
<b>Selected Venues</b>

<b>Event Name</b>
Bridgets 30th birthday
<b>Event Type</b>
Party
<b>Event Date</b>
2020-11-07
<b>Event Duration (days)</b>
1
<b>Alternative Dates</b>
Friday 6th November
<b>Estimated Number of Delegates</b>
45
<b>Total Budget</b>
Na
<b>Event Brief</b>
30 th birthday party
<b>Selected Venues</b>
<b>Selected Venues</b>
<ul style="list-style-type: none"><li>The Embankment</li></ul>

# Posting news and offers on the Meet in Nottingham website

You may be asked to assist us by posting new content on the Meet in Nottingham website. Adding new content helps to improve the website ranking on Google and drive more traffic.

Often this will be in the form of a press release relating to the conferences sector – either our own news, or relevant news we've received. We can also use the website to promote Special Offers from our member venues.

The Marketing team will show you how to add these onto the website.

## FEATURED NEWS



**Nottingham conference bureau seeking to bring large-scale international events to the city, boosting the local economy**

17 March 2021

Meet in Nottingham, the official Convention Bureau for the region...

[Read more](#)



**Checklist For Planning Outdoor Events In A Post Lockdown World**

11 March 2021

Checklist For Planning Outdoor Events In A Post Lockdown World



**Event professionals – on the road to Government recognition**

22 February 2021

The Business Visits and Events Partnership (BVEDP) the official umbrella...



**Mour Hotel launches exclusive New Year's Eve wedding package**

14 February 2020

Mour Hotel has a truly special NYE wedding package on offer for brides and grooms looking their big day at the end of 2020. Exclusive package includes: Free Room Hire... [Read more](#)

# Working in the Nottingham Tourism and Travel Centre

We also manage the city's award-winning Nottingham Tourism and Travel Centre, based off Old Market Square. From time to time, you may be offered the opportunity to work a short shift (usually around 2 hours) alongside staff in the Nottingham Tourism and Travel Centre, providing ideas and inspiration to tourists who come in.

Tourists might ask you for suggestions and recommendations on what to see and do in Nottingham and Nottinghamshire, including attractions, restaurants, events and more, so it's a great opportunity to show off your local knowledge.



## Interested in an internship at Visit Nottinghamshire? Next steps:

That's great - we'd love to hear from you!

Please take a careful look at our website and social media channels to familiarise yourself with who we are and what we do.

Please send us your CV and a cover letter. The cover letter should include:

- Your skills, experience and interests
- What you're hoping to gain from this internship
- The type of projects or tasks you'd like to undertake during the internship. This could be based on the tasks highlighted in this document, or an alternative suggestion based on your strengths and interests – we're happy to consider new ideas!
- Your availability (when do you want the internship to start and finish, how many days or hours a week are you looking to work?)

Please send this to [marketing@visit-nottinghamshire.co.uk](mailto:marketing@visit-nottinghamshire.co.uk)