



Job Description

Hostelling International

Job Title: Engagement Executives
Regions: Americas, Asia Pacific, Middle East & Africa and Western Europe Regions
Contract Type: Full time, permanent
Salary: Depending on experience: Grades 5, 6 or 7 from £20,000 to £36,000
Location: Welwyn Garden City, United Kingdom (You must be entitled to work in the UK)

Responsible to: Head of Engagement

Overall Responsibilities: Assisting in the promotion of Hostelling International within our global network. Maintaining genuine & regular contact with National Associations (NAs) in the Americas, Asia Pacific, Middle East & Africa and Western Europe Regions with the aim of increasing engagement with our members. Encourage participation, collect and consolidate information to help strengthen the network. Source ideas from across the network and promote centrally-coordinated programmes and standards where relevant. To effectively contribute to the wider strategy, vision, values and mission of HI.

Who are we?

Hostelling International is the brand name of 72 Youth Hostel Associations forming the International Youth Hostel Federation and represents nearly 4,000 hostels in 91 countries. HI is a non-profit membership organisation, with a proud history and a relevant philosophy: our mission is to promote cultural education, peace and international understanding through travel - offering affordable, safe, quality accommodation to people of all ages, races, religions and nationalities. With over 4 million members worldwide HI is one of the largest youth membership organisations in the world.

Key Responsibilities:

Communications

- Plan and execute a programme to increase engagement with the National Associations of the Americas, Asia Pacific, Middle East & Africa and Western Europe Regions
- Support members with external communications material as appropriate
- Share best practise eg marketing, business planning
- Prepare updates that can be used for Board briefings
- Share news stories from the regions
- Monitor external news factors which may influence the network and provide analysis on its impact to share across the extranet HIway
- Host online forum/discussion groups in person and online
- Coordinate Town Hall information cascade

Customer focus

- Understand the different associations and their respective needs
- Develop and share inter-cultural expertise
- Collect information to match HI programmes and standards to their needs
- Advise Programmes, Standards & Sustainability team of any required amendments to satisfy customers' needs
- Attend regional meetings to build rapport

Promotion

- Monitor and push co-branding at every opportunity
- Support and facilitate the "my outbound is your inbound" philosophy
- Promote HI-coordinated global events to the network to encourage participation

Events

- Coordinate and present network events, forums and work groups
- Ensure activity can be measured in terms of increased engagement



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Preferred Criteria:

- Degree and/or a professional qualification in a marketing or communications-related discipline
- Experience working with multi lingual content is important, account management experience and negotiating skills preferred
- Foreign language skills – English plus Spanish

Critical Criteria:

- **Interaction with Others**

Communication

Delivers the verbal and written message in a clear manner, and in accordance with the core values of Hostelling International

Relationship Building

Builds constructive working relationships characterized by a high level of acceptance, cooperation, and mutual respect.

Teamwork

Promotes cooperation and commitment within a team to achieve goals and deliverables.

- **Personal Effectiveness**

Customer Focus

Builds and maintains customer satisfaction with the products and services offered by the organization.

Self-management

Manages own time, priorities, and resources to achieve goals.
Prepared to travel or organise meetings to fit in with local times.

- **Occupational**

Facilitating Groups

Enables cooperative and productive group interactions

Training and Presenting Information

Formally delivers information to groups.

Please send your CV and a motivation letter to Jane Wilson, HR Manager at jwilson@hihostels.com by 12:00 (noon) 31st January 2016.