



North
Northamptonshire
Council



Job description

Details of the job

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| Post title: | Discover Northamptonshire Officer |
| Salary grade: | £29,269 - £30,296 |
| Hours: | Full Time, 37 hours per week |
| Location: | Discover Northamptonshire Hub, Rushden Lakes |
| Reports to: | Discover Northamptonshire Manager |
| Service area: | Culture, Tourism and Heritage |

In September 2022, North Northamptonshire Council developed a new service 'Culture, Tourism and Heritage'. This service has brought together departments across the council including tourism delivery, theatres, events and heritage assets which now all sit within the Public Health Directorate.

North Northamptonshire Council has the vision:

'To create a new sustainable, efficient, and engaging heritage, cultural and tourism service that will shine a light on the outstanding assets we have within North Northamptonshire, whilst protecting and preserving heritage for future generations. Working with partners, we aim to improve and increase the tourism economy by developing infrastructure and introducing pioneering marketing strategies to attract inward investment and visitors.'

The Culture, Tourism and Heritage Service includes the following areas:

- The Chester House Estate (CHE)
- Corby Heritage Centre
- Cornerstone
- Northamptonshire Archaeological Resource Centre (ARC)
- North Northamptonshire Council Events
- Discover North Northamptonshire Hub
- Destination Nene Valley (DNV)
- The Greenway Project
- Theatre Contracts for the Corby Core Theatre, The Lighthouse Theatre and The Castle Theatre.
- Visitor Attraction / Park contracts for Stanwick Lakes, Twywell Hill and Dales

- Cultural, Heritage and Tourism Partnerships including with Made with Many, Love Corby, The Northamptonshire Heritage Forum, Northamptonshire Surprise, Rockingham Forest Trust and The Nene Rivers Trust.

A partnership between The Crown Estate (Rushden Lakes Shopping Centre) and North Northamptonshire Council has seen the development of a new Tourist Information Centre and community space created in an empty unit at Rushden Lakes. This project expands on the vision in the North Northamptonshire council's Corporate Plan to be a place where everyone has the best opportunities and quality of life.

The Officer will support the day-to-day delivery of the Tourist Information Centre and activities. The role will support the manager by playing a key role in the development of new business ventures and will develop current business operations such as the retail and meeting hire spaces to ensure maximum revenue for the site. Due to the nature of the business, regular weekend and Bank Holiday working is required. The role will include the delivery of Northamptonshire's Tourism Strategy, working with key partners including local tourism bodies and West Northamptonshire Council colleagues.

The post holder will be a point of contact for all North Northamptonshire tourism and cultural businesses and organisations and will support frequent networking and collaboration events to grow the tourism economy. The role will also include delivering events and activities taking place across North Northamptonshire to grow awareness of the sector and grow revenue streams for the service.

Occasionally situations may arise that require the post holder to perform other duties or. In addition, all employees are expected to adhere to the organisations commitment to providing a safe and positive working environment for all.

Overall purpose of the post

1. To protect, grow and develop the Discover Northamptonshire brand.
2. To support the development of new business ventures and develop new business operations such as information centre advertising, shop, meeting room and events hire to ensure maximum revenue for the centre.
3. To deliver the strategy for North Northamptonshire Council, acting as deputy the Discover Northamptonshire Manager for meetings and events.
4. Delivery of small- and large-scale events across North Northamptonshire.
5. Support the day-to-day running of the centre including managing the epos system, populating the 11 interactive screens with visitor information provision, managing the Discover Northamptonshire website and social media channels.

Main accountabilities

1. Create great visitor experiences by delivering visitor engagement activities to bring the Discover Northamptonshire Hub to life in new and innovative ways.
2. Publicise the centre's services and implement marketing strategies to raise the profile of the centre, increase footfall and sales, and generate more income.
3. Deliver a Visitor Survey and provide clear feedback and recommendations the Head of Service.
4. Oversee the EPOS till system and online booking systems.
5. Support the business development by identifying new opportunities to drive income and innovation, harnessing ideas from your team and customer feedback. Contribute to and deliver the property business plan.
6. Support and guide volunteers, maintaining effective communication and ensuring they are adequately supervised. Oversee and contribute to rotas that provide suitable staffing cover whilst remaining within agreed monthly wage budget. Work closely with other teams in the delivery of the property business plan and other projects.
7. Deliver events across North Northamptonshire to support awareness of the local tourism and cultural offerings and generate income for the service.
8. Deal with visitor enquiries, correspondence and complaints as necessary, in a timely and positive manner to maintain/restore goodwill.
9. Observe all Health & Safety and statutory regulations.

This job description reflects the major tasks to be carried out by the post holder and identifies a level of responsibility at which they will be required to work. In the interests of effective working, the major tasks may be reviewed from time to time to reflect changing needs and circumstances. Such reviews and any consequential changes will be carried out in consultation with the post holder.

PERSON SPECIFICATION

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|---------------|-----------------------------------|
| Post Title: | Discover Northamptonshire Officer |
| Grade | |
| Service Area: | Culture, Tourism and Heritage |

| ATTRIBUTES | ESSENTIAL CRITERIA | DESIRABLE CRITERIA |
|-------------------------------------|--|--|
| Education and Qualifications | <p>Experience of working in a leisure, tourism and visitor experience setting.</p> <p>Experience of working with volunteers.</p> | First aid qualification. |
| Experience and Knowledge | <p>Experience of retail, business, marketing and/or visitor services.</p> <p>Experience of working with teams from varied backgrounds.</p> <p>Experience of working within a commercial operation.</p> <p>Experience of running small and largescale events.</p> <p>Excellent influencing and advocacy skills. The ability to positively influence and instill confidence in team members, senior officers and stakeholders.</p> | Experience of working with volunteers or community groups. |

| ATTRIBUTES | ESSENTIAL CRITERIA | DESIRABLE CRITERIA |
|----------------------------|--|---|
| Ability and Skills | <p>Excellent customer service skills and high service standards.</p> <p>Strong relationship management and influencing skills.</p> <p>Excellent planning and report writing skills.</p> <p>Excellent time-management skills.</p> <p>Confident, flexible and relaxed management style, able to communicate effectively with everyone.</p> <p>IT skills to manage a large EPOS and online book system.</p> | Monitoring, evaluation and analytical skills. |
| Equal Opportunities | Ability to demonstrate awareness/understanding of equal opportunities and other people's behaviour, physical, social and welfare needs. | |