

WHERE
CAREERS
THRIVE

When potential
is unlocked,
talent *thrives*



West
Northamptonshire
Council

Job description and person specification

Visitor Economy and Tourism Strategy Manager

Economic Growth and Inward Investment Service
Place, Economy & Environment Directorate

Thank you for your interest in this role. Our vision at West Northamptonshire Council (WNC) is: 'to make West Northants a great place to live, work, visit and thrive'.



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We truly stand by this and work hard every day to make this a reality, and at WNC it's about our people. People who thrive with ambition, bring new ideas, demand better ways of working, care about every detail, and who never shy away from a challenge.

Our culture is a gateway for new experiences. A place to forge new opportunities. To empower you in your career and unite you with like-minded people. When potential is unlocked, talent thrives.

Purpose and impact:

To ensure that the Council maximises opportunities and outcomes relating to economic growth and investment (including those associated with external funding) to deliver against the Council's Corporate Plan aiming to make West Northamptonshire a great place to live, work, visit and thrive.

The post holder will be responsible for driving the delivery of the Local Visitor Economy Strategy for West Northamptonshire, including the establishment and delivery of a Local Visitor Economic Partnership (LVEP), promoting the tourism and visitor economy. This includes ensuring the opportunities and potential to develop the visitor economy are maximised in West Northamptonshire, including enhancing existing assets and developing new opportunities, delivering maximum benefit to the local authority, driving visitor numbers and local spend.

To support and assist the Head of Economic Growth & Inward Investment in the management of the resources to ensure efficient and effective service delivery, deliver service goals and achieve targets and to ensure the Council has an effective economic development strategy and lead on securing funding and producing a delivery programme.

Accountable to:

For example: This role is accountable to the Head of Economic Growth and Inward Investment, responsible for the direct line management of one staff member. The role sits within Economic Growth and Inward Investment Service, part of the Communities and Opportunities Directorate in West Northamptonshire Council.

Responsibilities:

1. To make a significant contribution to the development of the Council's economic development strategy, establishing and interpreting evidence to inform strategy and policy and to lead on implementation of the tourism and visitor economy elements of this strategy. Responsibility for the delivery of the economic development strategy will lie with the Head of Service and the three Managers within the service.
2. To lead on the implementation of the Visitor Economy strategy and the establishment of a Local Visitor Economic Partnership for Northamptonshire in collaboration with North Northamptonshire Council. This will include linking with corporate priorities and other Council strategies including local, regional and national events promotion.
3. To lead on the development and ongoing delivery of the Local Visitor Economy Partnership (LVEP) for Northamptonshire on behalf of West Northamptonshire Council, working alongside colleagues from North Northamptonshire Council to establish an effective partnership which will oversee the development and implementation of the Local Visitor Economy strategy across Northamptonshire.
4. To ensure the council's Visitor Economy strategy and activity is clearly defined and to take a lead in a multi-agency approach working with departmental teams, external Visitor Economy businesses and

attractions and other Visitor Economy stakeholders (including North Northamptonshire Council) to maximise the success rate of the service which will result in improvements to the Visitor Economy in West Northamptonshire resulting in increased visits and value of visits, increased investment, more jobs and greater GVA.

5. To lead the team to deliver a series of effective projects activities to implement the Visitor Economy strategy, including place marketing campaigns, opportunities to attract new investment into the sector, tackling skills issues within the sector and developing the future talent pipeline and developing a data hub to inform activity and evaluate success. To ensure that opportunities are prioritised according to the scope of potential economic benefit and alignment with Visitor Economy strategy and high-level council priorities.
6. To take direct responsibility for financial resources, contributing to departmental budget preparation, applying for funding grants, monitoring and controlling spend. Ensure that appropriate and effective budgetary controls and procedures are in place and adhered to.
7. Advise directors, cabinet and other stakeholders across the Council on matters relating to the visitor economy in West Northamptonshire. This could include changes to legislation, initiatives related to growth in the sector, significant investment plans and opportunities. This would include preparing, supervising and coordinating reports, portfolio holder briefings and ensuring that needs are recognised in strategic policy and action.
8. Manage the Visitor Economy team, directing the work of staff to agreed objectives to deal with highly specialised issues relating to the visitor economy and business growth. This will require high-level capability and experience in order to contribute to the strategic development of the service.
9. To manage the procurement and delivery of specialist consultancy advice when secured to support the delivery of objectives of the Visitor Economy Strategy and LVEP. For example, if there is a need to commission a full service creative agency to support marketing activity and brand development.
10. Deputise for the Head of Economic Growth & Inward Investment, as required, including informal and formal council meetings, along with other senior staff where appropriate and necessary.
11. To work with the Funding and Programmes Manager to proactively seek out appropriate funding streams & funding programmes & to actively develop funding bids for any that are suitable to deliver quality outcomes for the Visitor Economy in West Northamptonshire.
12. Actively challenge and seek to eliminate any directly or indirectly discriminatory practice or behaviours.
13. Demonstrate awareness and understanding of other people's behavioural, physical, social and welfare needs and ensure that reasonable care is taken at all times for the health, safety and welfare of yourself and other persons.

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:

The requirements for the role are outlined below and will be part of the selection process. Each of the criteria listed below will be measured by:

(**A**) Application Form, (**T**) Test, (**I**) Interview, (**P**) Presentation, (**D**) Documentation.

Minimum levels of knowledge, skills experience and qualifications required for this job.

Skills and abilities:	Essential / Desirable	Measured by
Excellent leadership, negotiation and influencing skills. This must include the ability to develop, support, empower and motivate a team with different professional backgrounds to achieve goals.	Essential	A, I, P
Ability to work under own initiative, prioritising workload accordingly	Essential	A, I
Political sensitivity and a demonstrable ability to recognise, influence and manage the communications consequences of sensitive	Essential	A, I
Ability to develop coherent strategies and programmes of work, including those involving external partners.	Essential	A, I
Effectively skilled at presenting and networking/exhibiting at events delivering presentations and propositions to audiences internally and externally across a range of audiences in the tourism sector e.g. Visit England, trade bodies tour operators, major visitor attractions.	Essential	A, I
Ability to prioritise work to meet multiple tight and conflicting deadlines and work independently, making full and effective use of delegation.	Essential	A, I
Ability to develop and maintain good working relationships with a wide range partners, including internal and external stakeholders and develop a positive personal and organisational profile and build relationships to a very high level.	Essential	A, I
Clear understanding of the potential of IT to deliver better service outcomes, and good personal IT user skills including standard office software.	Essential	A
Excellent written and oral communication skills	Essential	A, I, P
Ability to demonstrate awareness and understanding of equal opportunities and other people's behaviour, physical, social and welfare needs	Essential	A
Demonstrate effective use of Office 365 (incl. Teams, OneDrive, etc.) or willingness to undertake training during the probation period.	Essential	A
Ability to drive with a valid UK licence	Essential	A, D

Knowledge:	Essential / Desirable	Measured by
Specialist knowledge of the range of issues relating to current Government policy on economic development including the visitor economy and the role of local government and local strategic partnerships (e.g. LVEPs)	Essential	A, I
Detailed and demonstrable understanding of opportunities and issues relating to the visitor economy	Essential	A, I
Detailed understanding of the economic, planning and funding environment on a local and national level, and how this fits with the Council's objectives specifically in relation to the Visitor Economy	Essential	A
Clear understanding of local/regional/national economic and business development drivers.	Essential	A, I

Knowledge of businesses (especially in the visitor economy), how they operate, what their drivers for investment and relocation are and what challenges they face for growth	Essential	A, I
Evidence of continued professional development.	Desirable	A
Knowledge of funding regimes, budgetary processes and funding environment for local government.	Desirable	A
Detailed knowledge of recognised project and programme management approaches and their uses in short, medium and long term projects.	Desirable	A

Relevant experience:	Essential / Desirable	Measured by
Experience of advising senior management and elected members on initiatives and programmes of external funding	Essential	A
Experience of commissioning and managing public and private sector funded initiatives – especially in the visitor economy sector	Essential	A, I
Significant experience in promoting the visitor economy and place marketing campaigns	Essential	A, I
Experience of working collaboratively with a range of partners-preferably from across the public and private sector	Essential	A, I
Experience of supervising and recruiting staff and consultants	Essential	A, I
Experience of project and programme development and securing funding for project implementation	Desirable	A
Experience of using structured approaches to project and programme management for short, medium and long-term projects.	Desirable	A

Education, training and work qualifications:	Essential / Desirable	Measured by
Honours degree or higher – Tourism, Geography or similar subject. or equivalent level of relevant experience	Essential	A, D
Evidence of continued professional, managerial and personal development	Essential	A, D
Prince2 Completion - Completion of the Prince2 foundation qualification	Desirable	A, D

All appointments are subject to standard pre-employment screening. This will include identity, references, proof of right to work in the UK, medical clearance and verification of certificates.

Additional pre-employment checks specific to this role include *None*

Day-to-day in the role:

Hours:	37	Primary work base:	One Angel Square
Job family band:	9	Worker type:	Flexible
Salary range:	£49,587 - £52,860	Budget responsibility:	c. £20K
People management responsibility:	One direct report		

Working conditions & how we work:

We are open to discussions about flexible working.

This role has been identified as a flexible worker type, this means that you will be able to work from other work locations and when not working from an office you will be working remotely for up to 3 days a week (including from home).

Our organisational values and behaviours

Everything we want to achieve for West Northants depends on having the right people in place and doing the right things and we want all colleagues to THRIVE, both personally and professionally. Our values and our behaviours framework underpin how we work and what partners and customers can expect from us. We want to do our very best for our residents, service users and businesses and for our staff – we want everyone to THRIVE.

T	Trust	We are honest, fair, transparent and accountable. We can be trusted to do what we say we will.
H	High Performing	we get the basics right and what we do, we do well. We manage our business efficiently.
R	Respect	we respect each other and our customers in a diverse, professional and supportive environment.
I	Innovate	we encourage curiosity, we are creative and seize opportunities to grow individually as an organisation and as an area.
V	Value	We continually strive for best practice and ways of improving existing procedures, practices and systems and thereby promoting efficiency and cost effectiveness
E	Empower	we believe in people, will listen, learn and trust them to make decisions. We help people to realise their ambitions.

“Valuing colleagues as individuals and encompassing our different perspectives to deliver our collective ambitions. One West inclusive culture”

When potential is unlocked, talent *thrives*

Choose a career that offers you a true sense of achievement, fills you with pride and challenges you in a positive way, everyday.

The benefits of a career at WNC include:

- **People** are at the centre of everything we do. Without our people, we wouldn't be able to deliver services to the people in our community.
- **Ambition** runs through everything we do at West Northants Council, we nurture and develop our people's ambition and willingness to succeed, to continually improve the service we provide to the community.
- **Care** is at the heart of West Northants Council, we care in so many ways; seen and unseen, helping our colleagues and community to thrive.
- **Flexibility** is key, we know work-life balance is critical to wellbeing, so we work hard to make sure our benefits package promotes and improves wellbeing; from annual leave, sick pay, family leave and flexible working, financial security offered by a local government pension scheme and life assurance, and discount schemes which make a difference to your day-to-day life, through to employee helplines offering free legal, health, financial and wellbeing advice and support.

We want you to have balance and be happy.

