

Job Description

Job title and post number	<i>Tourism and Town Centre Officer</i>
Service Area and Directorate	<i>Economic Development. Place Directorate</i>
Reports to	<i>Joint Housing Strategy and Growth Manager</i>
Direct reports	<i>None</i>
Grade	<i>7</i>
Salary range	<i>£27,245 to £29,770</i>

Job purpose

The post holder will be responsible for promoting and marketing the Bolsover District to support and enhance the vibrancy of the town centres.

The role will support the delivery of the BDC Corporate Plan, the Growth Strategy and the Economic Development and Housing Strategy, with particular emphasis on enhancing the tourism offer and supporting the visitor economy. This involves working closely with a variety of partners across the district including parish and town councils and local business communities.

The role will assist the development and implementation of the district's Economic Development, town centre and tourism policies with particular emphasis around the themes of business engagement, town centre management, tourism and visitor economy, marketing and promotion, identifying and supporting new products and initiatives.

Duties and responsibilities

1. To assist in the development and delivery of relevant strategies and delivery/action plans associated with economic growth and regeneration of town centres and tourism.
2. Working with key partners, to develop and deliver an action plan for each market town, focussing on promoting local businesses, through working with the Town Council's or by setting up and administering town centre teams or equivalent.
3. Working with key partners, to develop, co-ordinate and implement a programme of specialist events, promotions and marketing initiatives to enhance the attractiveness, accessibility and safety of the town centres and increase the footfall and retail sales.
4. Working with internal services and external partners, to develop and

implement marketing and communication strategies for the town centre and for tourism; to develop and implement branding for the towns; promote the destination through www.bolsover.gov.uk, www.visitchesterfield.info and www.marketingpeakdistrictandderbyshire.com, enhancing site content for residents and visitors.

5. To develop, manage, review and promote visitor information and its distribution (Tourist information centres/ points, other access points including websites and social media).
6. To actively engage with the town centres and tourism business communities, relevant organisations, groups and individuals and develop effective partnerships.
7. In response to business enquiries, to provide information and signpost to other organisations and sources of information.
8. To conduct benchmarking activities and any other required business consultation producing detailed reports where applicable.
9. To prepare funding bid submissions for projects under local, regional and national funding schemes and financially manage any successful bids where appropriate in liaison with the Economic Development Unit.
10. Working with partners, to identify and manage funding and sponsorship opportunities for town centre and tourism initiatives including pro-actively engaging with the private sector to facilitate their contribution to town centre and tourism activities.
11. To assist the Economic Development Team to ensure that the needs and priorities of the local economy (with a focus on tourism and town centre) are reflected in relevant policies, plans, development briefs and decisions (including commenting on planning applications), with a view to maximising local economic growth, in accordance with the council's strategic priorities.
12. To coordinate activity with and by other Council Services and external partners that leads to alignment of services, plans and policies and better outcomes for the town centre and tourism.
13. To be accountable for the management and monitoring of relevant budgets and contribute to the setting of future budgets.
14. To undertake all corporate requirements on health and safety, diversity and equality, safeguarding, data protection, risk management and financial regulations.
15. To undertake any other reasonable duties commensurate with the grade and general nature of the post.

Working conditions

There may be the requirement for some early morning, evening, weekend and bank holiday working.

Physical requirements

There are no specific physical requirements associated with this role.

Corporate Duties and Responsibilities

To familiarise yourself with the principles of, and key Council documents and policies relating to:

- Health and Safety at Work.
- Equality and Diversity.
- Data Protection (Employees must at all times abide by the principles of the Data Protection Act 1998 and guidance provided by the Council in the form of policies and procedures).
- Customer Service.
- Community Safety (Section 17 of the Crime and Disorder Act requires the Authority and individual employees to consider how community safety can be improved when the functions of the Authority are exercised).
- Safeguarding Vulnerable Adults
- Child Protection Policy.
- Risk Management.

This job description sets out a summary of the key features of the role. It is not intended to be exhaustive and will be subject to review (on an annual basis).

Any other duties commensurate with the grade as determined by management.

Any job description provided to you by the Council will not form part of your contract of employment.

Approved by:	<i>Karl Apps</i>
Date approved:	<i>12/02/19</i>
Reviewed:	

PERSON SPECIFICATION

Post Title: Tourism and Town Centre Officer	Section: Economic Development		
Directorate: Place			
Knowledge (Essential)	AM	(Desirable)	AM
<ul style="list-style-type: none"> • Knowledge of local plans, strategies, partnerships, policies and agreements relevant to tourism and economic development, business; skills and training. • Knowledge and understanding of Tourism and Leisure industry and Local Authority services • Awareness of business development needs and methods of business engagement. 	a, i & c	<ul style="list-style-type: none"> • Knowledge of sales, marketing and other business concepts • Knowledge of GDPR and Freedom of Information Act • Knowledge of working with internal and external partners and developing business opportunities • Knowledge and understanding of the private sector 	a & i
Qualifications			
<ul style="list-style-type: none"> • Educated to Degree Level or commensurate experience in Business development, Economic Development, town centre management, marketing, tourism. 	p		
Experience			
<ul style="list-style-type: none"> • At least 2 years' experience in a related field, with a proven track record of implementing initiatives. • Experience in successful project delivery and communicating with businesses 	a & i	<ul style="list-style-type: none"> • Experience in contacting and advising businesses. • Experience of developing and managing projects. • Experience of managing resources including financial resources. • Experience of appointment and management of consultants. 	a & i
Skills			
<ul style="list-style-type: none"> • Ability to interpret complex data; high level literacy and numeracy • Ability to lead and contribute effectively at meetings. 	a & i	<ul style="list-style-type: none"> • Ability to understand the sensitivity of political judgements influencing 	a & i

<ul style="list-style-type: none"> • Good influencing and negotiating skills. • Ability to plan, co-ordinate and manage projects • Ability to manage, control and schedule budget and resources • Ability to prepare and maintain project documentation • Ability to understand the needs of businesses, partners and stakeholders 		<p>the overall objectives of the Council.</p> <ul style="list-style-type: none"> • Ability to interpret and produce technical specifications • Articulate and able to assimilate and impart information on a range of issues, using own initiative 	
Other Requirements:			
<ul style="list-style-type: none"> • Full driving license • Access to a car 	a & i		

Key to Assessment Methods (AM); (a) application form, (i) interview, (p) presentation, certificate check

(c) (o) others

Equality Act 2010

The ways in which a disabled person meets the criteria for a post must be assessed as they would be after any reasonable adjustments required had been made. In accordance with the Equality Act, candidates will be asked if they have any specific requirements relating to the selections process.

Schedule 9 Part 1.1(1) of the Equality Act also permits targeted recruitment on grounds of Genuine Occupational Requirement.

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