Senior Economic Development Officer (Tourism and Visitor Economy)

Job Purpose

To take a leading role in the development and implementation of the Council's Tourism Strategy and Action Plan, to support business growth and investment, with a particular emphasis on increasing visitor numbers and overnight stays.

To implement the Business Engagement Strategy and support businesses, attractions, and accommodation providers to positively promote the 'offer' of the district.

To take a leading role in the delivery of the Council's Growth Strategy and Vision Bolsover to achieve the priority of 'Promoting the district and working with partners to increase tourism'.

Duties and Responsibilities

1. To take a leading role within the Economic Development Team to implement and deliver the Tourism Strategy, particularly in the development and delivery of projects which support business growth and investment across the tourism and visitor economy sector.

2. Work with key partners to develop and deliver promotions and marketing initiatives to enhance the attractiveness, accessibility, and offer of the key visitor attractions and walking and cycling trails.

3. To initiate and develop collaborative partnerships, including with the County's Destination Management Organisation, to support the delivery of tourism and visitor economy based projects in line with the Council's priorities.

4. To engage town and parish councils, neighbouring district councils and county councils to build strong working relationships and break down district boundaries in respect of a tourism offer for overnight visitors in the District.

5. To work with partners and key stakeholders to prepare tourism specific bids for regional and national investment funds.

6. To be responsible for the implementation of tourism and visitor economy specific projects to meet strategic objectives and produce associated funding bids, project and budget plans.

7. Manage projects against budgets providing regular monitoring reports against key performance indicators.

8. Implement best practice in business engagement including delivering and supporting business events, networks, key account management, access to finance, and develop partnerships to support tourism and visitor economy businesses, key attractions, and accommodation providers.

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9. To develop, manage, review, and promote visitor information and ensure its distribution to a wide audience of both residents and visitors, establishing networks and partnerships to successfully promote the 'Offer' of the district.

10. To maintain appropriate information systems, including a CRM system, to carry out targeted marketing campaigns and business engagement of the tourism and visitor economy sector.

11. To undertake research to assess trends and to quantify the value and volume of the tourism sector, maintaining a robust evidence base, including but not limited to STEAM data, to demonstrate the need and demand for new initiatives to support the growth of the visitor economy.

12. To work as part of the Economic Development Team, alongside internal departments, including but not limited to: Planning, Leisure, and Communications to facilitate and deliver business engagement and investment, and to support regeneration of the tourism and visitor economy sector, in accordance with the council's strategic priorities.

13. To undertake all aspects of project development and delivery including liaison and negotiation with stakeholders, securing resources, project management, and monitoring.

14. Maintain knowledge of local, regional, and national strategies, policies, and legislation relevant to the area of work.

15. Exercise budgetary control in respect of projects to ensure most efficient use of resources following council procedures and financial regulations.

16. To deputise for the Business Growth Manager and represent the Council at various meetings and committees.

17. To undertake any other reasonable duties commensurate to the grade and general nature of the post.