

## PERSON SPECIFICATION

<b>Post Title:</b> Senior Economic Development Officer (Tourism and Visitor Economy)	<b>Section:</b> Economic Development Team		
<b>Directorate:</b> Development			
<b>Knowledge (Essential)</b>	<b>AM</b>	<b>(Desirable)</b>	<b>AM</b>
<ul style="list-style-type: none"> <li>• Demonstrable knowledge of local, regional and national strategies and policies relevant to tourism and the visitor economy</li> <li>• Demonstrable knowledge of tourism and visitor economy, economic development, and business support within a public sector environment</li> <li>• Proven practical experience of running targeted marketing and promotional campaigns to a tourism and visitor economy audience</li> <li>• Knowledge and experience of delivering and implementing strategies within a partnership context</li> <li>• Proven practical experience of handling data through a CRM system or similar</li> <li>• Experience and knowledge of good customer service, delivering a key account management and business support service</li> <li>• Practical experience of delivering projects including budget management, monitoring and evaluating projects, problem solving through innovative approaches</li> <li>• Knowledge of using IT software packages, including Microsoft Office and statistic / research packages</li> <li>• Knowledge of funding and grant schemes and the associated application processes and criteria</li> </ul>	a, i & c	<ul style="list-style-type: none"> <li>• Knowledge of legislation and requirements for setting up a tourism and visitor economy business, in particular accommodation providers</li> </ul>	a & i
<b>Qualifications</b>			
<ul style="list-style-type: none"> <li>• Tourism / marketing degree or equivalent experience in: business development; marketing; tourism; or Economic Development</li> <li>• Member of the Chartered Institute of Marketing (C.I.M) or professional tourism body</li> </ul>	a & i	•	a & i
<b>Experience</b>			

<ul style="list-style-type: none"> <li>• Proven practical experience within the Tourism industry, including delivering marketing and promotional campaigns</li> <li>• ICT literate together with knowledge of software suites, including Microsoft Office suite</li> <li>• Experience of working with company directors / sole traders to handle business support enquiries, in particular from the tourism and visitor economy sector</li> <li>• Prioritising workload appropriately, giving consideration to operational requirements and customer service.</li> </ul>	A & i	<ul style="list-style-type: none"> <li>• Experience of running a social media campaign for the promotion of tourism and leisure activities / events</li> </ul>	a & i
<b>Skills</b>			
<ul style="list-style-type: none"> <li>• Good standard of written communication for report writing, letters, emails and accurate production of legal documents and templates.</li> <li>• Good standard of oral communication for face-to-face or telephone enquiries</li> <li>• Ability to process and calculate numerical data accurately and efficiently</li> <li>• Ability to deal with conflicting work demands and to work without supervision</li> </ul>	a & i		a & i
<b>Other Requirements:</b>			
<ul style="list-style-type: none"> <li>• Ability to work to own initiative and work as part of a team</li> <li>• Ability to work to competing deadlines</li> <li>• Own transport/full current driving licence in order to undertake daily duties</li> <li>• The ability to demonstrate strong customer focus and a commitment to service improvements.</li> <li>• A flexible approach to working hours.</li> </ul>	a & i		a & i