

JOB DESCRIPTION & PERSON SPECIFICATION

Director Area: Place	Job Ref Number: 04522
Service Area: Economic Development	Grade: G12
Job Title: Visitor Economy Strategy Manager	

PURPOSE OF JOB:

Lead the strategic development of the visitor economy agenda for Lincolnshire. Strengthening the tourism sector so that higher spending visitors choose to stay in the county.

The post holder will be part of the Economic Development management team within the Growth service area and will work closely with the Head of Service

The post holder will be accountable for developing and delivering a strategy for place and the visitor economy, primarily through the working with national bodies, industry stakeholders, cross council teams, leisure and tourism attractions and hospitality businesses to champion Lincolnshire as a place to visit. This will include shaping the economic future of the region, encouraging visitor economy businesses to flourish and creating a sustainable, attractive and healthy economy for businesses and residents.

This will include commissioning and managing a portfolio of provision which will be aimed at meeting the needs of both existing and future visitor economy business and future investors and supporting the growth of the Lincolnshire economy in line with the strategic priorities of the County Council's Visitor Economy Strategy Visit England Local Visitor Economy Partnership (LVEP) requirements.

Specifically, the post holder will be responsible for devising and leading the Council Visitor Economy Strategy and delivery plans in relation to the product development and growth of the visitor economy. This will include developing strategies commissioning provision and monitoring outcomes.

The postholder will be required to build productive relationships with government departments and agencies and with the Greater Lincolnshire Combined County Authority.

This role is responsible for commissioning delivery/commissioning by influence

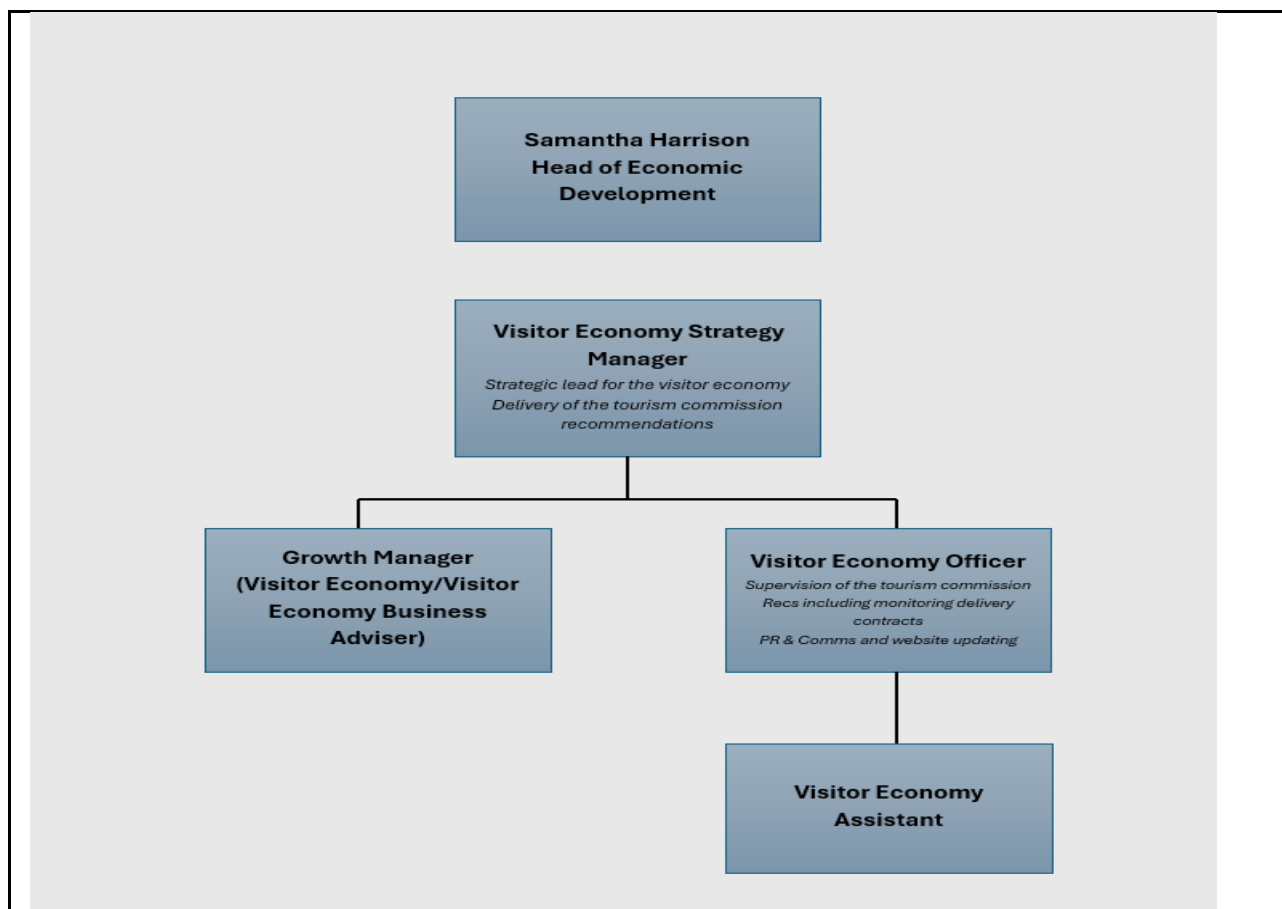
- The post holder will have an Advanced / high level knowledge on the nuances of the Visitor Economy and the investment in Place. They will lead and influence a range of strategic interventions to increase productivity and sustainability
- The post holder will use their specialist knowledge and skills to influence the strategic approach that the council/ GLCCA and stakeholders will take to support this priority sector through taking a Place based approach to aid investment and development
- Commissioning schemes that strengthen Lincolnshire's position as an attractive destination for visitors
- Advising stakeholders and tourism leaders on the establishment of schemes that broaden the range and quality of tourist attractions in Lincolnshire
- Working with strategic partners, for example, Visit Lincoln, Business Improvement Groups, Pride in Place Boards to ensure provision is aligned
- Commissioning schemes that help Lincolnshire's businesses and communities to realise the benefits of investment in tourism products

- Developing a portfolio of support that will help to attract high levels of external business investment to Lincolnshire
- Develop a clear and focused outbound promotion strategy, with evidenced objectives and client relationship management
- Developing and driving forward the Strategic Tourism Group public/private sector partnership created to champion Lincolnshire as a place to visit, delivering strategic outcomes in relation to Investment, Skills, Product Development and Marketing.
- Strategic oversight of the Visit Lincolnshire website and its continued development
- The implementation of new commissioned services and any redesign of existing services, performance review frameworks and joint review processes
- Commissioning schemes that offer support to the visitor economy; doing this through influencing government provision or commissioning our own schemes
- Embedding new ways of thinking and working
- Developing and maintaining strong, positive working relationships across service areas, with partners, businesses and investors
- To lead initiatives that help Lincolnshire to attract visitor economy investment funding budgets, including those from central/regional government and the Greater Lincolnshire Combined County Authority.

To provide day to day leadership, advice and guidance to the visitor Economy Team members particularly taking lead responsibility for the co-ordination, development and management of strategic business relationships and initiatives.

To act as the strategic delivery lead in respect of activities to promote Lincolnshire as a prime visitor destination (through activities such as outbound marketing, sector development, exhibitions and sector promotional activities) recognising that this activity is likely to be jointly commissioned by Lincolnshire County Council and private sector partners.

TEAM STRUCTURE



MAIN DUTIES:

1.	The post holder will provide strategic leadership and a single point of accountability for the Visitor Economy, representing the Council in high-profile, politically sensitive situations and balancing competing priorities across internal services, national tourism bodies, government policy and private sector interests to deliver sustainable economic growth and service outcomes.
2.	To lead the development and delivery of innovative, strategic tourism strategy and initiatives that drive the sustainable growth of Lincolnshire's visitor economy, influencing cross-Council priorities and partnerships to enhance the county's profile, strengthen the quality and competitiveness of visitor experiences, and deliver significant economic and social benefits across the region.
	Make and influence strategic decisions that determine the future direction, viability and service delivery of Lincolnshire's visitor economy, shaping investment, infrastructure, partnerships and income generation opportunities with significant impacts across Council services, external organisations, businesses, residents and visitors.
3.	The post holder will use their specialist knowledge and skills to influence the strategic approach that the council/ GLCCA and stakeholders will take to support this priority sector through taking a Place based approach to aid investment and development.
4.	As part of the Economic Development management Team, develop an ambition for Lincolnshire's future that outlines the visitor economy development opportunities for the county and be future focussed and responsive to the challenges of increasing productivity and sustainable growth. Creativity, innovation, collaboration and political awareness will be central to achieving success.
5.	To liaise closely with the local visitor economy business community, using contacts at all levels in business both to understand how the economy is changing and to test that our economic development schemes remain effective and relevant.

6.	Continue to develop and support the Visit Lincolnshire portfolio of products; consisting of digital media, skills development and business support programmes to help sustainability and growth. The open for business message will be amplified by use of a mix of promotional activities e.g. social media, journalist familiarisation visits, events to a regional, national and international audience of visitor attractions, hotel operators and intermediaries.
7.	Commission and review research and data to help inform strategy and support to the sector. Helping to identify and raise awareness of the opportunities for growth. to
8.	Provide expert advice and support to businesses or organisations who are making funding bids. This could be formal letters of support, mentoring on bid writing and tactics or how Visit Lincolnshire could support them during and as finished products.
9.	Working with the Department for Digital, Culture, Media and Sport, Visit England and Visit Britain to attract national and international visitors and encourage sector through the development of investment propositions, visitor itineraries and travel trade opportunities.
10.	To take the lead on the council's ambitions to provide strategic support to the sector to ensure that the economy remains vibrant, resilient and can attract investment through effective engagement with partner organisations including the GLCCA, planning authorities, Government Agencies, public and private sector bodies.
11.	Contribute to the stimulation and engagement of local, national and international market from an operational aspect, building and maintaining strong, positive working relationships with visitor economy businesses and leisure attractions, stakeholders and partners.
12.	Work with strategic partners to ensure a robust approach to analysis and forecasting of sectorial investment opportunities and balancing service delivery in terms of volume, cost and funding.
13.	To be an advocate for the sector, both within LCC and with local and national partners. Actively promoting the importance of putting our customers' and stakeholders' needs at the centre of our work to support the visitor economy sector.
14.	To provide advice, support and provide accurate and timely management information reports to relevant Councillors and committees, as well as to other stakeholder groups including the Strategy Tourism Private Sector Group and Greater Lincolnshire Combined County Authority.
15.	Ensure that the organisation and partner organisations such as the GLCCA and the Business Lincolnshire Growth Hub are well supported in terms of knowledge and understanding of the development needs and opportunities of the sector. This will include working with elected members and attending Scrutiny Committees and Executive to provide professional and technical advice as well external Boards and Committees as required.
16.	To build and maintain a strong relationship with member organisations and intermediaries whose role is also to support the promotion of Lincolnshire and investment growth. To be a strong advocate of the visitor economy community. To develop a similarly strong relationship with strategic bodies such as Visit Lincoln, Visit England and Visit Britain.
17.	Implement strategies to attract funding and private investment to support our growth priorities.
18.	Look to continuously improve the service provided and manage the team professionally, ensuring that performance indicators and budgets are managed effectively, and that staff are supported to grow within their role.

19.	To effectively lead and manage a team of staff that deliver a diverse and wide-ranging workload by providing direction, advice, guidance, supervision and mentoring support as appropriate. The post holder will also be expected to take the lead role in relation to recruitment, performance management, and disciplinary issues, and will be expected to have a good understanding of the diverse nature of the work undertaken across the Team.
20.	To manage the Visitor Economy Team budget in accordance with LCC budget management requirements and bid for additional funds to develop and support the delivery of a range of investor development provision as agreed with senior managers.
21.	To remain up to date and compliant with all relevant legislation, funding requirements, policies and professional codes of conduct in order to ensure compliance and uphold standards of best practice.
22.	To represent the council at local, regional and national level through attendance and participation at Visit England and DCMS meetings.
23.	The specific accountabilities of this role will be flexible and will change to meet the needs of the organisation as required but will include (or be equivalent in nature to) those listed below: • Providing day to day leadership as appropriate to deliver the agreed priorities within commissioning strategies, working collaboratively with providers (including statutory and non-statutory partners) • Provide expert advice and guidance as appropriate for own area of expertise. • Deliver a personal portfolio of projects and/or specific work • Coach/mentor teams/colleagues as appropriate to embed new ways of thinking and working • Ensure effective performance review arrangements are in place to manage service delivery/contracts • Monitor service delivery against expected outcomes and proactively manage performance • Demonstration of the Council's core values

PERSON SPECIFICATION

Requirements	Where identified*	Essential	Desirable
Qualifications			
Degree or relevant experience in a related subject	A	Y	
Management qualification and or significant experience at a senior management level	A	Y	
Member of the Institute of Place Management or equivalent	A		Y
Continued professional development	A/I	Y	
Experience			
Visitor Economy and Economic Development - Previous experience at a strategic level within the visitor economy support environment	A/I	Y	

Track record of securing external funding	A/I	Y	
Consistent achievements at management level	I/P	Y	
	A/I	Y	
Experience and evidence of effective budget management	A/I	Y	
Experience of responding to external factors and amending delivery models	A/I	Y	
Partner and Stakeholder Management - Ability to establish credible relationships across partner organisations and influence those relationships	A/I/P	Y	
Commercial and contract management experience	A	Y	
Innovative creative thinker	A/I	Y	
Strategic Marketing and Place Promotion - PR, events and promotional experience	A/I		Y
Knowledge of Lincolnshire's tourism product	A/I		Y
Interpersonal			
Experience of developing positive working relationships via excellent personal, social and communication skills and a flexible approach to working.	I/P	Y	
Ability to work effectively as part of a team and on own initiative	I/P	Y	
Effective at change management	I/P	Y	
Group working and facilitation skills	I/P		Y
General			
Excellent verbal and written communication skills including influencing and negotiating	I	Y	
Provide timely and appropriate responses to the needs of colleagues, external organisations and the business investment community	A/I	Y	
Track record of driving and managing complex projects	A/I	Y	
Excellent analytical skills with a high degree of accuracy and attention to detail	A	Y	
Ability to solve complex and potentially contentious problems	A/I	Y	
Local Government Policy and Governance - Up to date knowledge of developing legislation and policy relation to future thinking, innovation and investment growth	A/I	Y	
Line management experience	A	Y	

Knowledge of the political structure and decision-making process of local government	A/I	Y	
Commissioning and Influencing External Service Delivery - Project and contract management experience including budgets	A/I	Y	
Ability to work with a wide range of partners and build strong networks	A/I	Y	
Experience of external audit and funding compliance	A	Y	
Ability to manage and prioritise own workload, and to deliver in a reliable and consistent approach, often working to tight deadlines	A/I	Y	
Track record of effectively finding ways to improve service delivery through innovation, new ways of working and the adoption of best practice	A/I	Y	

*A = Application form T = Test/Assessment I = Interview P = Presentation

GENERAL

The postholder is required to take personal responsibility for contributing to organisational transformation and changes in ways of working, maximising the benefits and efficiencies for both internal and external customers, including the promotion and use of self-service to achieve maximum cost effectiveness.

The postholder is expected to work to the [Lincolnshire County Council Core Values and Behaviours](#) and to carry out the duties in accordance with Lincolnshire County Council policies.

Other Duties - The duties and responsibilities in this job description are not exhaustive. The post holder may be required to undertake other duties within the general scope of the post. Any such duties should not substantially change the general character of the post. Duties and responsibilities outside of the general scope of this grade of post will be with the consent of the post holder.

Safeguarding -. All employees need to be aware of the possible abuse of children and vulnerable adults and if you are concerned you need to follow the Lincolnshire County Council Safeguarding Policy. In addition, employees working with children and vulnerable adults have a responsibility to safeguard and promote the welfare of children and vulnerable adults during the course of their work.