

<b>Post title:</b>	Head of Tourism
<b>Grade:</b>	SM1
<b>Responsible to:</b>	Assistant Director – Economic Development, Regeneration, Tourism & Skills
<b>Staff managed:</b>	Manages a group of managers
<b>Directorate:</b>	Community Development
<b>Service:</b>	Economic Development, Regeneration, Tourism & Skills
<b>Job family:</b>	<b>SM - Senior Management</b>
<b>Date of issue:</b>	October 2024

### Job context

The North Yorkshire Tourism service plays a fundamental role in delivering the Council Plan ambition to deliver economically sustainable growth that enables people and places to prosper and that supports new and existing businesses to thrive and grow. The Tourism sector is worth over £4bn to the North Yorkshire economy and growing the value of tourism in a sustainable way will play a key role in the future economic growth of the county.

As the Head of Tourism you will act as the Council's senior lead on tourism and related disciplines, providing professional and strategic advice to the Assistant Director, Director, Members and other senior leaders of NYC. You will lead the development and delivery of an excellent Tourism service that is efficient, effective and customer focussed in delivering a range of key services and functions, as well as driving forward proactive implementation of the North Yorkshire Destination Management Plan in collaboration with partners and stakeholders. You will take the lead in developing and delivering the Tourism Service Plan and relevant elements of the Council Plan, achieving desired corporate outcomes, making sure that North Yorkshire has a high profile and receives its fair share of resources from government and the York and North Yorkshire Combined Authority. You will ensure that any statutory requirements are met and will also help steer the service through an ongoing transformation programme, including commercialisation of services and rationalising the way we work both internally with colleagues and members, and externally with partners, stakeholders and customers.

You will lead work on collaboration with partners in local government and other bodies regionally and nationally, including the York and North Yorkshire Local Visitor Economy Partnership, Area Committees, Council Members and MPs. You will also ensure effective communication and collaboration internally with partners and colleagues within NYC Directorates and Services You will be expected to respond to national, regional and local initiatives, funding opportunities and consultations leading on the strategic development of the tourism service.

### Job Purpose:

- To be responsible for the effective delivery of a range of Tourism services to businesses, visitors, potential inward investors, key partners, and residents to achieve sustainable growth in tourism and high-quality employment opportunities.
- Lead delivery of a portfolio of functions to support this ambition including: destination management and marketing; Commercial partnerships/membership/sponsorship; Tourism strategy & intelligence; product development; project

**development and external funding bids; project and programme management and delivery; major events service; managing Tourism Information Centres; business support; skills development for the tourism sector.**

**Operational management:**

- Ensure that the Tourism Service operates within the 'one team' ethos of the wider Economic Development, Regeneration, Tourism and Skills Service to achieve service excellence.
- To lead the delivery of the new Destination Management Plan for North Yorkshire and any related Action Plans, projects or initiatives, working in partnership with a wider range of key stakeholders and delivery partners.
- Oversee the day to day provision of a range of key Tourism Service functions including: destination management and marketing; Commercial partnerships/membership/sponsorship; Tourism strategy & intelligence; product development; project development and external funding bids; project and programme management and delivery; major events service; managing Tourism Information Centres; business support; skills development for the tourism sector.
- Focus on the delivery of the new Destination Management Plan and associated Action Plans and projects.
- Take a proactive approach to maintaining a programme of key tourism projects and initiatives, developing business cases, leading and commissioning feasibility studies, submitting funding bids, managing performance and resource and overcoming obstacles to delivery. Commission external, specialist advice and capacity where necessary to ensure timely delivery of Tourism Service work/decisions.
- Work closely with the Education Service, the LEP Skills Hub and key partners and providers to ensure a high-quality skills and training offer for North Yorkshire which aligns with the needs of existing tourism sector businesses.
- Ensure the needs of the tourism sector in North Yorkshire are captured in sub regional skills strategy documents including the Y&NY Local Skills Improvement Plan. Close working with a wide range of key stakeholders and delivery partners, including Visit England, the National Parks, City of York and the tourism sector to ensure the ambitions, work programmes and projects of the service and Council are delivered.
- Ensure a consistency in approach through an effective programme of Member briefings, Member and officer training, and use of technology and systems.
- Responsible for the wellbeing, health and safety of staff in line with the health and safety policies and practices.
- Promote diversity and inclusion throughout the service and through partnership and relationships with other stakeholders.
- To carry out roles identified within the resilience and emergencies and business continuity policies. These include ensuring plans exist within their Service Area and appropriate officers are able to respond both in and out of hours as required if required.
- Undertake any other duties commensurate with the post/grade as directed by Assistant Director

**Resource management:**

- Lead by example; setting clear expectations around priorities and performance, customer service, team culture and staff behaviour, and ensuring that they are consulted, supported, motivated, appraised and developed to enable them to fulfil their roles effectively, to the highest standards possible to meet current and future service needs.
- Working closely with the rest of the Economic Development, Regeneration, Tourism and Skills Service to maintain a strong focus on gathering intelligence, performance monitoring and monitoring of tourism policies, to ensure an efficiently run service and effective policies to deliver the sustainable tourism growth ambitions of the council.

- Working closely with other relevant council functions to support strategy development, and delivery of priority projects, initiatives and events that will benefit the tourism sector.
- Proactively consider opportunities for commercial activity within the service including taking the lead in the development of a Commercial Business Model for delivering a high quality tourism service
- To take a proactive approach to maximising external funding opportunities, including securing various funding streams from government, to support the delivery of the ambitions set out in the new North Yorkshire Destination Management Plan
- Make and implement recommendations to deliver continuous improvement, including service restructures and team/service reviews as necessary. Lead improvement initiatives in own service area and at a corporate level.
- Plan, direct and oversee the work of staff within your area of the service ensuring alignment with the single service vision and agreed service priorities. Ensure that 1-2-1's and staff appraisals are undertaken on a regular basis.
- Ensure that all areas of staff management are undertaken in line with corporate policies including but not limited to recruitment and selection, appraisal, training and development, absence management, disciplinary and grievance.
- Prepare and manage budgets for the relevant area of the service, ensuring that income and expenditure targets are realistic. Work with Accountancy to proactively monitor budgets, report exceptions where they occur and take corrective action where required.
- Set clear and appropriate performance targets for your area of the service, monitoring and reporting variances where they occur and taking corrective action where required.
- Ensure appropriate training & development for officers and members to ensure a commitment to service excellence, continuous development and improvement and implementation of best practice in tourism and destination management.
- Ensure that decisions are taken in line with corporate policies and guidelines, including but not limited to the Council's Constitution & Standing Orders, Contract Procedure Rules, Budget and Policy Framework, Financial Regulations.

**Partnerships:**

- Cultivate positive working relationships with new and existing businesses in the tourism sector, potential inward investors, and other key stakeholders and individuals (including the MCA and Visit England) to unlock the sustainable tourism growth potential of North Yorkshire.
- Build and maintain strong relationships with a wide range of partners in the public and private sector including government departments, Visit England, government agencies, businesses, and tourism sector representative bodies and networks.
- Work proactively with others across the Economic Development, Regeneration, Tourism and Skills Service to maintain strong performance and consistent approaches to deliver an excellent service.
- Work proactively with colleagues in Planning, Transport & Highways, Environment, Culture, Arts & Leisure and Housing to ensure their respective strategies, actions plans and projects align with the Destination Management Plan and related Action plans.
- To work with partners at the Mayoral Combined Authority, City of York Council and Make it York to develop and implement the newly accredited York & North Yorkshire Local Visitor Economy Partnership (LVEP) To work closely with other local authorities and partners at a Yorkshire level to maximise international branding and marketing opportunities, to promote North Yorkshire as a great place to visit and stay and to secure investment in the tourism sector.
- Help unlock barriers to sustainable tourism growth and ensure place management is at the heart of our approach by working closely with other services (e.g. Highways; Parks & open spaces; Regulatory Services; Culture Arts & Leisure; Planning).

- Influence key investment decisions required to enable sustainable tourism growth by building and strengthening relationships with key delivery partners including: Visit England; the /MCA; Business Improvement Districts; local Visitor Economy Partnerships; key attractions; Training and skills providers; investors; developers; and other partners, stakeholders & funding bodies.
- Ensure close working relationships with senior colleagues across relevant council services including with Planning, Transport, Housing, Education, Health, Legal (and others as relevant) to ensure that corporate plans, strategies and policies are aligned with the Council's sustainable economic growth ambitions.
- When implementing service delivery change ensure activities are aligned, where appropriate, with other changes taking place corporately and across Directorates, including working with colleagues in HR, ICT, Finance, Communications, Legal Services and other functions where required.

**Strategic management:**

- Work alongside the Assistant Director and other members of the EDRTS Leadership Team; supporting each other to shape, drive and deliver priority corporate work streams and act as proactive leaders for cultural change & service improvement in line with a shared 'one team' vision.
- Play a strategic role on the wider EDRTS Leadership team acting as a proactive leader for change & continuous improvement in line with a shared 'one team' vision.
- Act as the Council's Tourism lead, providing professional/strategic advice and recommendations to the Chief Executive, Directors, Heads of Service and senior politicians, on all tourism matters related to: destination management and marketing; Commercial partnerships/membership/sponsorship; Tourism strategy & intelligence; product development; project development and external funding bids; project and programme management and delivery; major events service; managing Tourism Information Centres; business support; skills development for the tourism sector.
- Lead on the implementation of the North Yorkshire Destination Management Plan
- Lead the delivery of advice and support to Area Committees and Community Networks to address any issues relating to tourism, including opportunities to improve destination management or develop sustainable tourism projects/initiatives in their respective areas.
- Keep informed on national, regional and York & North Yorkshire policy, programmes and funding opportunities, to ensure North Yorkshire has a high profile, is influential nationally and sub-regionally and receives its fair share of resources to deliver our tourism & destination management ambitions. This will include developing funding bids for government and Devolution resources.
- Respond to relevant national, regional and sub-regional consultations to ensure that the interests of the Council are represented.
- Ensure that strategies, plans and projects are effectively and efficiently managed and implemented, using clear objectives and meaningful performance data to measure and report on progress and impacts. Negotiate with and influence others to develop buy-in and deliver major transformational tourism and visitor economy development projects.
- Lead in the development of new ways of working that maximises efficiency and effectiveness including exploring new opportunities to secure income and grant funding.
- Deputise in the absence of the Assistant Director and to undertake any other roles as directed by the team

**Communications:**

- Represent the Council at external meetings and events on matters relating to tourism and destination management to ensure that the Council's priorities are well communicated and understood.
- Respond to relevant national and regional initiatives, funding opportunities and consultations to ensure the Council's interests are represented, so North Yorkshire has

	<p>a high profile and receives its fair share of resources from government and the Devolution Deal.</p> <ul style="list-style-type: none"> <li>• Provide advice and support to the Area Committees and Community Networks to address any issues relating to tourism, including opportunities to improve destination management or develop sustainable tourism projects/initiatives in their respective areas.</li> <li>• Provide professional and strategic advice and recommendations to the Assistant Director for Economic Development, Director of Community Development, Chief Executive and Elected Members and MPs.</li> <li>• Liaise with and provide specialist advice, prepare reports and other key information to present the work of the service to members and senior officers of the council, so that they can perform their executive, scrutiny and representational responsibilities. Ensure that decisions are appropriately informed and services delivered according to council priorities.</li> <li>• Communicate and engage with staff in the Tourism Service a clear and consistent vision of the service's targets and activities and identify and incorporate best practice.</li> <li>• Work together with stakeholders and lead business partners to ensure excellent cross-service communication, shared understanding and alignment plus implementation of strategic priorities and plans and the allocation of capacity and resources.</li> <li>• Promote the Council's priorities, policies and Council Plan and positively promote the service with local and national media.</li> <li>• Manage challenging situations effectively and pro-actively to improve the performance of staff and/or volunteers by maintaining communication with staff and providing the appropriate support and guidance.</li> <li>• Respond to media enquiries as requested and appraise your manager of any matters arising which are particularly sensitive or controversial in nature.</li> <li>• Inform and analyse national and local policy change and communicate implications to senior operational managers and frontline staff as appropriate.</li> <li>• Develop, promote and deliver clear and consistent key messages about the Tourism Service, its key functions, and the visitor economy.</li> <li>• Ensure that customer and client feedback is collected regularly and used to inform and shape future service improvement and delivery</li> </ul>
<p><b>Systems and information:</b></p>	<ul style="list-style-type: none"> <li>• Ensure that systems and processes to support the service are consistent with the Council standards and procedures.</li> <li>• Produce written reports as required including evaluation and impact statements for distribution service wide and to partners.</li> <li>• Use relevant IT systems and tools to support the management, delivery and development of services, ensuring records are accurate and current.</li> <li>• Ensure government guidance and legislation are interpreted appropriately and are adhered to in a manner consistent with good practice.</li> </ul>
<p><b>Person Specification:</b></p>	
<p><b>Essential</b></p>	<p><b>Desirable</b></p>
<p><b>Knowledge and Experience</b></p> <ul style="list-style-type: none"> <li>• Comprehensive knowledge, experience and understanding of the tourism sector and the visitor economy, including best practice in sector development and destination management, at a national, sub-regional and local level.</li> <li>• A good understanding of local government and key partners such as the Mayoral Combined Authority, Chamber of Commerce and key government departments and agencies linked to tourism and the visitor economy e.g. DCMS; Visit England.</li> </ul>	<p>Knowledge and understanding of the application of workplace Health and Safety Legislation</p> <p>Working within a local authority</p>

<ul style="list-style-type: none"> <li>• Significant knowledge of current good practice standards both at local and national level in relation to the business of the service.</li> <li>• Experience of cross-professional working, business planning, leading project teams to delivery key tourism projects, involving disciplines such as Art &amp; Culture; Transport &amp; Highways and Regulatory Services</li> <li>• Understanding of the social, political and economic strategic environments and their wider impact on tourism &amp; destination management.</li> <li>• Financially and commercially aware with strong analytical skills and successful management of budgets, staff and other resources</li> <li>• Establishing and leading a strong performance culture to proactively drive-up standards, customer service and delivery</li> <li>• Proactively leading and delivering significant change and business improvement initiatives, whilst working across organisational boundaries in partnership in order to deliver corporate projects and objectives</li> <li>• Successful track record of achievement at senior level in developing corporate strategies/policies and delivering an efficient and effective tourism, destination management or related service.</li> <li>• Building proactive and successful relationships and partnerships between the public and private sector including with LEPs, surrounding Local authorities and Combined Authorities.</li> </ul>	
<p><b>Occupational Skills</b></p> <ul style="list-style-type: none"> <li>• Effective leadership skills and the ability to promote organisational policy and objectives, whilst proactively demonstrating the Council's Standards of Behaviour</li> <li>• Management of diverse operational functions to deliver strategic objectives</li> <li>• Enterprise skills including ability to develop and deliver sustainably effective income generation, development and delivery of successful business cases to secure external funding/investment and create viable business models for tourism development.</li> <li>• Ability to contribute to the planning of resources for the whole council and to understand where specific programmes need to collaborate to drive change.</li> <li>• Ability to develop and maintain effective partnerships both within and outside the Directorate, including negotiating and influencing at a senior level with Council Chief Officers and Senior Politicians</li> <li>• Use high level communication skills with people at all levels, including public speaking and presentations.</li> <li>• Experience of liaising and negotiating with external and internal partners to achieved shared goals and outcomes.</li> <li>• Use Professional judgements to make key decisions which have wide reaching implications.</li> <li>• Budget and project management and implementation skills.</li> <li>• Highly self-motivated and driven to achieve challenging objectives; able to use own initiative under minimal supervision</li> </ul>	
<p><b>Behaviours</b></p> <ul style="list-style-type: none"> <li>• <a href="#">Information on behaviours can be found here</a></li> </ul>	<p>—</p>
<p><b>Professional Qualifications/Training/Registrations required by law, and/or essential for the performance of the role</b></p> <ul style="list-style-type: none"> <li>• Degree and/or Post-graduate Diploma in Tourism, Marketing, Place Management, or other relevant subject or demonstrable other suitable knowledge/experience directly related to the work of this post.</li> </ul>	<p>A recognised management and leadership qualification</p>
<p><b>Other Requirements</b></p>	<p>Own Vehicle</p>

- Ability to travel for work around the county
- Ability to attend meetings outside of normal business hours
- Evidence of continuing professional development
- To deputise in the absence of the Assistant Director and to undertake any other roles as directed by them, applicable to the role level

### Career progression:

- At NYC we value our employees, and as part of this we can provide wider opportunities to progress in your career. Through discussion with your manager identify areas of interest and consider avenues to progress to
- As a large council we have a range of roles, across our services, and can provide a wealth of career and development opportunities to help our employees find fulfilling career development opportunities.

### Structure



NB – Assessment criteria for recruitment will be notified separately.

You should use this information to make the best of your application by identifying some specific pieces of work you may have undertaken in any of these areas. You will be tested in some or all of the skill specific areas over the course of the selection process.