

VISITOR PROJECTS & DEVELOPMENT OFFICER

JOB PROFILE/DESCRIPTION

IDENTIFYING FACTS

Post Number:

Post Title: Visitor Projects & Development Officer

Section: 'Tourism & Visitor Economy Department'

Responsible to: Strategic Tourism & Visitor Economy Manager

Subordinates: n/a

Directorate: Operations and Commercial

Grade: H (Full Time, Permanent)

1. JOB PURPOSE

To assist the Strategic Tourism & Visitor Economy Manager and Department in the delivery of creative, effective and productive tourism/visitor related activity, as well as the ambitious 'Tourism & Visitor Economy Strategy', and fulfil a supportive role in helping to promote Dover District as a 'Great Place to Live, Work, Visit, Learn and Invest'.

As directed by the Strategic Tourism & Visitor Economy Manager, the 'Visitor Projects & Development Officer' will actively support and participate in the fulfillment of new 'visitor-focused' opportunities for economic, physical, social and cultural growth in Dover District for the benefit of visitors, businesses and residents. The post-holder will also assist in engaging and working with current White Cliffs Country providers and businesses, as well as other Council Departments, to maintain and progress 'visitor experience' and 'visitor event/place-making' developments to maximise all opportunities emerging from the district's current and future provision.

The 'Visitor Projects & Development Officer' will assist and provide support, liaison, co-ordination and delivery of:

Key Areas:

- Visitor and tourism focused projects
- Visitor, tourism and place-making focused events
- Visitor and tourism focused funding and sponsorship
- Related industry support and liaison
- Related analysis and reporting duties

2. MAIN RESPONSIBILITIES

Projects (Visitor and Tourism focused):

- To assist, co-ordinate, research, report on and deliver a variety of short- and long-term tourism and visitor projects as directed by the line manager.
- To develop positive working relationships with industry partners in Dover District and establish as a point of contact.
- To attend relevant meetings.
- To work with and support volunteer agencies and groups to ensure events and projects are adequately resourced with capable volunteers and greeters including large events like The 149th Open.
- Work closely and confidently with both internal and external contacts to support large visitor events in Dover District, like The 149th Open in July 2020.
- To co-ordinate and facilitate a new 'Produced in White Cliff's Country' group to promote local produce and ensure that local producers are able to maximise opportunities at events and within projects.
- To undertake any other tourism/visitor projects that are developed in due course.

Events (Visitor and Tourism focused):

- Work confidently in collaboration and partnership to create and develop new and quality signature festivals, cultural activities, civic functions and events across the District, which meet the aims and strategic objectives on a local and national level.
- Work confidently in collaboration and partnership to support and maximise all opportunities emerging from the District's current, annual, visitor-focused festivals, activities, functions and events provision, to meet aims and strategic objectives on a local and national level.
- Encourage and support the development of special events and promotions that promote and support the growth of local event organisers, entrepreneurs and enterprises working within the sector.
- To attend relevant meetings.
- Work with partners to create detailed and robust visitor event evaluation.
- Create good working relationships and networks with event organisers, Town and Parish Councils, community groups and stakeholders in the tourism industry, to drive footfall, benefit the local economy and benefit local business.
- Work with the Community Department's 'Community Events & SAG Team' at Dover District Council and associated groups to communicate and assist where appropriate and required.
- Work with the Visitor Marketing & Communications Officer to ensure that the Councils 'What's On' website pages are clearly communicated to the public and reflect the tourism and visitor offering.
- Oversee key visitor Dover District events on external partner websites.
- To identify and research, and with support apply for, grants, funding and sponsorship opportunities to support events and festivals, and the local economy.

Funding and Sponsorship (Visitor and Tourism focused):

- To identify and research funding streams and opportunities for Tourism/Visitor projects and events, and communicate these to the line manager, in good time to allow for thought out funding bids to be placed.
- Where possible, to identify available funding opportunities appropriate for local businesses and groups within the District and communicate this to the line manager.

- To identify appropriate and potential sponsors for Tourism/Visitor projects and events and communicate these to the line manager.
- To develop positive working relationships with funding partners and industry and establish as a point of contact.
- To attend relevant meetings.

3. OTHER GENERAL RESPONSIBILITIES

- Assist in the review and updating of the 'Tourism & Visitor Economy Department' Action Plan each year in the light of emerging tourism/visitor event trends.
- Work with regional and national tourism organisations as required.
- Assist in maximising the economic, social and cultural potential of all District events; in particular the 149th Open in July 2020 - one of the UK's biggest sporting events.
- Assist in the delivery of Dover District Council's corporate objectives.
- Engage and liaise proactively with key local government, tourism and strategic partners, bodies and stakeholders, including Visit England, Visit Britain, Visit Kent and Tourism South East as required - to secure support for and progress project, event and funding opportunities within the District.
- To represent the District Council through membership participation in various professional associations, forums and organisations as required.
- To undertake training and development as required.
- To keep abreast of tourism best practice and identify new prospects and opportunities relating to event/project/funding progression within the district.
- To work closely, as required, with other Dover District Council officers to identify and exploit opportunities to enhance and promote the unique diversity of the District's tourism and events offer. To assist and oversee the development of events booking information and on-line events forms on the Council website.
- To work with the wider Tourism and Visitor Economy Department and other appropriate Council Departments, as required, to ensure that all specific visitor focused projects, cultural activities, civic functions, events, and festivals are promoted rigorously and effectively.
- To facilitate and embrace change within the Department, as required, in order to allow it to evolve and progress in order to achieve its full potential; including, but not limited to changes in information systems and new technology.
- To undertake such other duties and tasks appropriate to the duties of the post and grade.
- The above list of key duties in this job description should not be regarded as exclusive or exhaustive.

4. PERSON SPECIFICATION

Technical & Professional
<ul style="list-style-type: none"> • Excellent organisational, written and verbal communications skills are required, with confidence to liaise and build effective relationships with external parties and stakeholders. • Experience in a related field/role.
Knowledge
<ul style="list-style-type: none"> • Proven tourism/visitor projects, funding and events credentials with experience in a business-to-business commercial environment.

<ul style="list-style-type: none"> • Excellent customer service skills. • Good commercial sense with effective negotiating skills. • Knowledge of local government and an appreciation of the challenges and opportunities arising from partnership working. • Knowledge of Dover District and the local area.
Qualifications
<ul style="list-style-type: none"> • Degree level (desirable) and/or tourism project, funding or events related qualification. • 2/3 or more years' related experience. • Full driving license and access to a vehicle.
Communication
<ul style="list-style-type: none"> • Listens to others • Is approachable • Appreciates the views of others • Communicates information in a way that is understood • Adopts an open-door approach
Managing/Accepting Change
<ul style="list-style-type: none"> • Participates in planning the implementation of change initiatives • Suggests potential improvements in work practices • Reacts positively and flexibly to change • Explains reasons for change to internal and external customers • Encourages ideas for change from the team
Teamwork and Recognition
<ul style="list-style-type: none"> • Is focused on the achievement of team objectives • Respects different views, values and opinions • Participates as a team player • Solicits input from other team members • Encourages and supports other team members
Managing Performance
<ul style="list-style-type: none"> • Takes responsibility for managing own performance.
Motivating and Developing People
<ul style="list-style-type: none"> • Provides support or direction, as required to do so.
Continuous Improvement
<ul style="list-style-type: none"> • Takes an active interest in the organisation to better inform decisions • Actively keeps themselves up-to-date of relevant changes within the organisation • Deals well with unpredictable problems • Demonstrates a willingness to take on issues that do not fall within their remit • Pro-actively provide information to other departments that affects them • Develops relationships throughout and outside the organisation to improve and share learning
Customer Focus
<ul style="list-style-type: none"> • Communicates a positive and genuine interest in their role and the organisation in their interactions with others • Treats 'customers' with respect and sensitivity at all times • Understands the diverse needs of the community and endeavours to tailor the services to meet those needs • Deliver what is promised and be accountable • Ability to flex style to meet customer requirements

