

Job Description

Job Title:	Tourism Industry Lead
Team:	Visitor Attraction
Classification:	Senior Executive
Reports to:	Tourism Programme Senior Manager
Classification of Line Manager:	Senior Manager
Number of Direct Reports:	0

Job Purpose

Background

Birmingham 2022 is a golden opportunity not just for the West Midlands but for the UK. With a third of the world's population tuning in, this is a chance to show that Britain is open for international business, to support economic recovery from COVID-19 and to provide a shop window for Britain's cultural leadership and economic engine.

London 2012 and previous Commonwealth Games demonstrate the potential to drive tourism, trade and investment alongside the sport and culture. Funding has been secured to deliver the Business and Tourism Programme (BATP) to attract visitors, investors and events to the West Midlands and the UK and grow export opportunities. This will be delivered in partnership at regional and national level, with funding secured in the Spring 2020 Budget and match funding from the West Midlands Combined Authority (WMCA).

A central programme management office supports the programme delivery partners West Midlands Growth Company (WMGC), Department for International Trade (DIT) and VisitBritain (VB). Based in central Birmingham at the WMGC offices, the team ensures programme delivery and integration with the Birmingham 2022 Organising Committee (OC) and relevant regional / national initiatives.

The programme has a core set of markets and audiences including Commonwealth leaders, investors, conference and sporting events organisers, travel trade and leisure visitors. The primary markets for the tourism programme are the UK, Australia, Canada, and India. Alongside the core deliverables, the programme will be amplified through working with sponsors, with IP forming part of their rights packages.

Job role

The Tourism Industry Lead role includes the management of a contract with a successful training provider to train and prepare staff in local 'customer-facing' businesses to be first-class ambassadors and provide a high-quality welcome to the many visitors we expect to attract from across the UK and the Commonwealth.

The ambassador training delivered by the contractor will be a mixture of digital and workshop-based and it is essential that local 'customer-facing' organisations commit to participating in the programme and release their front-line staff. These organisations can include hotel and conference venues, visitor attractions, large and small retail companies, taxi drivers, transport operators, ticket office staff and food and drink venues. Sharing information with trained staff through email or other digital platforms throughout the cultural programme and Games period will ensure that they feel connected and part of the wider host city / region and Games family.

Similarly, the Visitor Information Point contract will require the post-holder to manage a contract with an external provider who will establish x12 mobile visitor welcome points that will provide up-to-the-minute information about Games venues, local travel information and signpost visitors to attractions and cultural venues across the region. Key to its success will be on-going communication with the region's destination tourism leads, who will identify a schedule of locations for visitor information staff that serves visitors and residents.

The post-holder, with support from the Tourism Programme Senior Manager will have autonomy to lead this £700K project (total for both projects) and will need to demonstrate first class project and contract management skills to ensure the objectives and KPIs of the programme are delivered by the contracted partners. Financial management of the budget must be of the highest order. The ability to meet project deadlines is fundamental to this role; the Commonwealth Games will begin in July 2022. We must be ready and brilliant.

Relationship and reputational management are key to the success of this post as the world's media and future visitors will be telling their stories. The future of our tourism sector could depend on their experiences.

This role is fully funded from December 2021 – March 2023.

Our people and our offices

The West Midlands is an exciting, vibrant and diverse region and the West Midlands Growth Company aims to reflect this in all that we do. Our objective is that our work, services and employment practices will promote a positive impression of the region, and we will take every step to minimise or eliminate outdated preconceptions and stereotypes.

West Midlands Growth Company whole-heartedly supports the principle of equal opportunities in employment and opposes all forms of unlawful or unfair discrimination on the grounds of colour, race, nationality, ethnic or national origin, sex, disability, age, religious belief, sexual orientation or marital status.

We believe that it is in the company's best interests and of all those who work in it to attract, retain and develop a diverse pool of talent. We therefore seek to ensure that the human resources, talents and skills available throughout the community are considered when employment opportunities arise. We believe it is essential to the company's success to enable employees of all backgrounds to reach their full potential by encouraging a working environment that is inclusive to all.

To this end and within the framework of the law we are committed, wherever practicable, to achieving and maintaining a workforce which broadly reflects the local community in which we operate.

Our priority is to keep all our employees safe and well during Covid. We are currently working from home with opportunities to work in the office in central Birmingham. It's likely that this hybrid working arrangement will continue post-pandemic, with staff spending 2-3 days in the office per week, unless their circumstances dictate otherwise. With lateral flow testing, hand sanitisers and spaced desks, we are continuing to ensure all our employees can enjoy a comfortable in-office or remote working space.

Main responsibilities and key activities

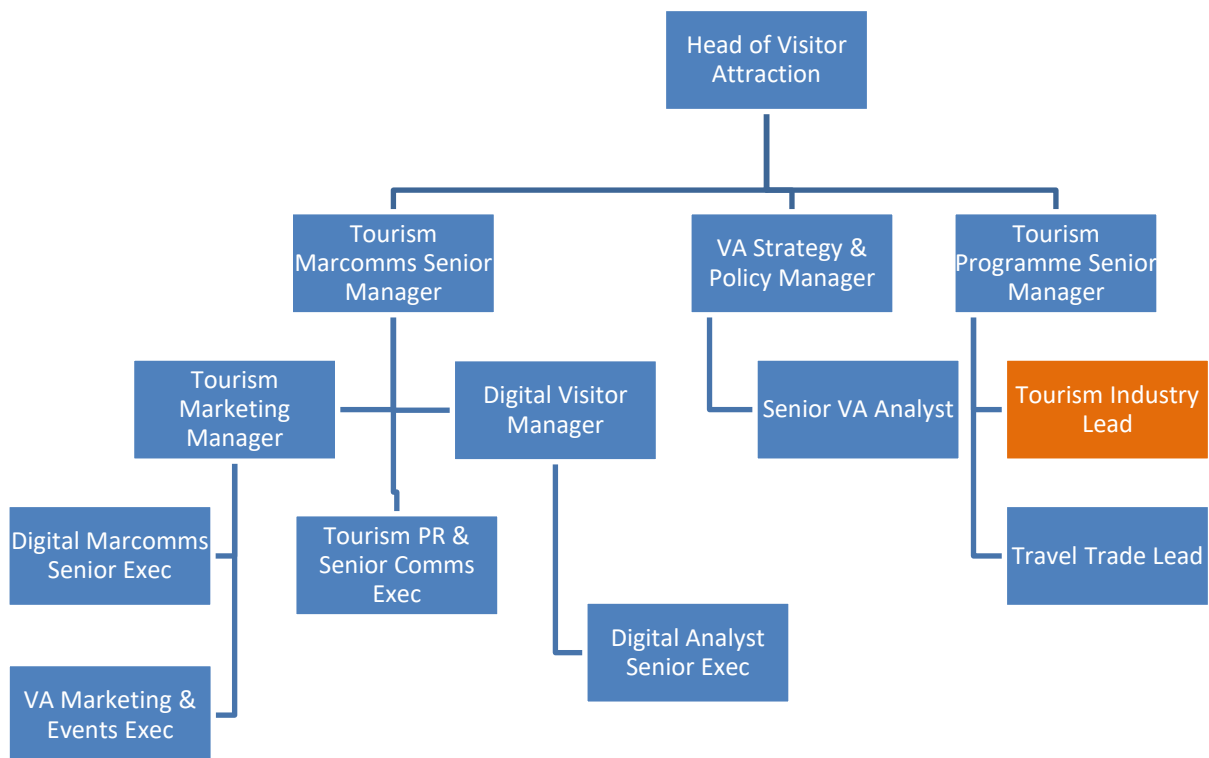
- Project management for the Business and Tourism Programme Business Readiness and Mobile Visitor Information Point work packages
- Management of the relationships and contracts with the successful service providers and destinations
- Management of the budget for these work packages, including, where necessary, procuring additional services to support the delivery of each project (e.g., Communications) and working alongside the contracted service where necessary to manage project-specific deliverables
- Reporting, on an agreed regular basis, to the Head of Tourism, BATP Tourism Working Group and the other Programme reporting groups as required on programme delivery, key milestones and outputs and providing evidence of success as required by DCMS and WMCA
- Build strong cross-functional relationships to ensure a collaborative approach and drive for combined programme activity (e.g., Partner teams within WMGC and the Games Organising Committee)

- Close work with internal teams to achieve successful outcomes in the following areas: marketing and communications, research, monitoring and evaluation, social value and sustainability
- Support the wider tourism team in ensuring that the programme complements and supports other core tourism activities within the business.

Dimensions

Travel: attendance at events/meetings – mostly within the region, but occasional wider UK travel may be required

Programme team structure:



Key relationships:

- Head of Visitor Attraction
- Tourism Programme Senior Manager
- Travel Trade Lead
- Successful tenderer for Business Readiness workstream
- Successful tenderer for Mobile Visitor Information Point workstream
- Local Authority Tourism leads
- Work package leads

Key Skills and Competency Requirements

Area	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> • At least 3 years' visitor economy / tourism or service sector experience 	<ul style="list-style-type: none"> • PRINCE 2 or similar project management qualification

	<ul style="list-style-type: none"> Professional qualification or relevant degree, or equivalent experience 	
Skills and attributes	<ul style="list-style-type: none"> First-class project and contract management skills Excellent practical communication skills Relationship-building and management skills Able to work in a fast-paced environment and manage multiple projects, self-motivated and deadline-driven Self-starter and able to work on own initiative Excellent problem-solving skills and ability to produce creative solutions 	<ul style="list-style-type: none"> Interested in learning new skills across the wider visitor economy landscape, for example travel trade Ready to support team members Good copy writing skills E-newsletter content creation
Knowledge and experience	<ul style="list-style-type: none"> An excellent track record, of working with or in the visitor economy, visitor information, service or training sectors Working in a multi-stakeholder/ delivery partner environment 	<ul style="list-style-type: none"> Experience of contract management related to training and workshop delivery would be advantageous <p>And/or</p> <ul style="list-style-type: none"> Experience of managing customer service roles in a tourism or service sector-related environment Experience with relevant audiences – leisure visitors, business events Understanding of the local authority tourism / comms landscape Understanding of public procurement guidelines

Our values	
Working together	We take pride in our approach to working together in a diverse, open and inclusive environment.
Creative thinker	We are creative and innovative in the work that we do, in our delivery and our outputs.
Trusted partners	We are a trusted partner – we work together with clients and stakeholders for the benefit of the region.
Proactive leader	We are proactive leaders continually striving for excellence, passionate about unlocking potential for the West Midlands.

Prepared by:		
Name	Job title	Date
Zoey Harris	Tourism Programme Senior Manager	November 2021