**Job Description**

**Main Purpose of Job:**

The overall purpose of the role is to be responsible for managing projects and initiatives that come forth as part of the SZC Tourism Fund mitigation programme. To support the SZC Programme Manager to ensure the programme maximises the opportunities for investment, whilst minimising/mitigating any negative impacts to the tourism industry.

The Tourism Programme Manager and Project Manager will work closely with local and regional partners on the Tourism Working Group in delivering an annual tourism implementation plan, which will set out activities which will mitigate/ minimise any negative impacts of the development. As well as addressing the SZC construction programme impacts, the implementation plans will also align with existing local and regional initiatives. The role will also involve building strong working relationships with various teams within the Council.

The role will therefore require a good level of technical knowledge in the delivery of projects including project management and proven experience in managing internal and external communications. This role will lead on the wider promotion of the programme and associated projects and initiatives that come forward.

**Our Values**

You will be expected to work in line with our values which are:

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| **Proud** - Believing in who we are, what we do and where we live |
| **Dynamic** - Transforming the future with you in mind |
| **Truthful** - Honest and clear in all we do |
| **Good Value** - Delivering outstanding services, smartly & economically |
| **United** - Whoever we work with, we work as one team |

**Key Responsibilities:**

1. To work closely with the SZC Programme Manager to identify and develop projects for the annual implementation plan as set out by the Deed of Obligation.
2. To support development, management and delivery the SZC tourism annual implementation plans.
3. To support the development, management and delivery the Tourism Accommodation Plan.
4. To play a key role in ensuring that ESC’s tourism economy derives the best outcomes from the SZC development through the development and delivery of annual implementation plans.
5. To lead on the promotion and communication of the Tourism Fund, including details of the approved projects, grants or initiatives that come forward over the life of the programme.
6. To be responsible for preparing information to facilitate tendering and commissioning of external contracts; to contract manage consultants/contractors, across project areas. This should include working with colleagues such as Procurement and Legal services through the associated procurement processes to commissioning work and delivery to practical completion.
7. To provide support in the management of the £12m Tourism Mitigation Fund budget across the lifetime of the Sizewell C construction and, where necessary, work closely with the Council’s Funding Team to manage any related grant schemes.
8. To develop a close working relationship with the other local and regional tourism economy partners on the Tourism Working Group (TWG) such as The Suffolk Coast Destination Management Organisation, Visit Suffolk, Suffolk Coasts and Heaths AONB, Suffolk County Council.
9. To lead on the promotion of the programme through marketing activity highlighting the annual implementation plans and associated projects/initiatives. Marketing of the programme should include ensuring maximum awareness of potential grant schemes or other supportive projects are well publicised across East Suffolk and wider.
10. To assist in the regular activity updates with the Head of Economic Development and Regeneration in his capacity as East Suffolk Council’s representative on the Sizewell C Economic Review Group.
11. To contribute to the regular reporting to the Sizewell C Tourism Working Group, covering the impacts of the construction programme on the local visitor economy and the effectiveness of the delivery of the annual implementation plan.
12. To manage delegated budgets and ensure good governance, financial control and value for money. To support the Tourism Programme Manager in cost planning and budget control for all projects. To assist in developing necessary financial reports to relevant working groups and boards.
13. To contribute to a robust approach in establishing baseline information on the local visitor economy and monitoring the impacts during the construction programme.
14. To effectively engage with the local visitor economy at an organisation and representative level i.e. The Suffolk Coast DMO, to help inform on the impacts of Sizewell C construction activity and implementation plan development.
15. To work closely with the Council’s Economic Development team so as to ensure the Sizewell C tourism programme complements and aligns with the Council’s broader tourism development leadership role and economic development activities.
16. To attend or deputise for the Tourism Programme Manager at Leiston Place Board and other place-based groups as appropriate, to inform on activity within the Sizewell C tourism programme which will impact on surrounding towns. To work closely with the existing towns programme and team as the visitor economy is a key element of their activity.
17. To assist in regular dialogue with the Cabinet member with responsibility for tourism, as well as ward members to ensure they are appraised of proposed implementation plan activity. Tourism impacts relating to the Sizewell C development are likely to be politically sensitive and high profile therefore the postholder will need to establish a strong working relationship with senior and ward level politicians.
18. To build strong relationships with officers across East Suffolk and Suffolk County Council who are leading on the wider Sizewell C Deed of Obligation activity.
19. To undertake such other duties as may reasonably be required compatible with and/or arising from those listed above.
20. To promote and adhere to the workplace values of our organisation.

**Line Manager:** Tourism Fund Programme Manager

**Political Restriction:**

This post is politically restricted under the Local Government and Housing Act 1989 and postholders are prohibited from seeking public election, holding political office, writing or speaking publicly on matters of political controversy.

Note: This is a description of the job as it is constituted at Nov 2024 but, as the organisation develops, it may be necessary to vary the duties and responsibilities from time to time. It is the practice of both Councils to periodically review Job Descriptions to ensure that they relate to the job as being performed or to incorporate whatever changes may be necessary. It is both Councils' aim to reach agreement to such reasonable changes with the postholder but if agreement is not possible the Councils reserve the right to insist on changes to the Job Description after consultation with the postholder.

**Personal Specification**

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|  | **Essential** | **Desirable** |
| **Knowledge and Experience** | * Good experience in communications, marketing and engagement.
* Detailed digital marketing experience and expertise.
* Significant experience within tourism and/ or economic development in either the public or private sector.
* Strong track record of project management including complex and diverse projects.
* Experience of working collaboratively with a wide range of public and private partners to deliver pro-active tourism sector development programmes.
* Knowledge and experience of monitoring data including trends/influences.
* Experienced in managing significant, multi-year budgets.
 | * Experience of working with, elected members, including through regular communication.
* A good understanding of the local tourist offer including accommodation market.
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| **Skills and Abilities:** | * Ability to display and demonstrate empathy and diplomacy.
* Ability to plan and manage a complex and challenging workloads, including by balancing competing priorities and achieving ambitious deadlines.
* A collaborative attitude – able to communicate well with partners sharing the benefits of working together.
* Excellent written and verbal communication and presentation skills – ability to concisely present complex information in a manner appropriate to the intended audience.
* Excellent skills in influencing and working with partners both internally and externally including an ability to negotiate and motivate partners.
* Proven analytical and problem-solving capability.
* Proven ability to prioritise complex and competing tasks.
* Excellent IT skills relevant to the role.
* The ability to work to set timescales as part of the team but with the minimum of supervision, balancing the conflicting demands of a large and varied workload.
* A responsive, constructive and flexible attitude towards working arrangements.
* Ability to meet tight deadlines.
* Good organisational skills.
* Proficient in using Microsoft Access, Excel, Word and Project.
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| **Education and Training** | * Possess a relevant degree (or appropriate professional qualification) or be able to demonstrate a suitable level of equivalent experience.
* Evidence of the practical application of continuing professional development.
 | * Qualification in Project Management.
* Marketing, communication or engagement qualification or recent credential.
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| **Other Requirements** | * Must have a commitment to diversity and equality of opportunity.
* Must be mobile / have access to a car to attend business meetings at other sites / locations within the district on a regular basis.
* Flexible and willing to work outside of normal working hours.
* To promote and adhere to the workplace values of our organisations.
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