

POST:	Tourism Manager
DIRECTORATE:	Place
DEPARTMENT:	Tourism, Arts and Culture
LOCATION:	The post holder will be based in the Armagh Office and will be required to work across the Borough
REPORTS TO:	Head of Department Tourism, Arts and Culture
SALARY:	PO7 (subject to review)
HOURS:	37 hours per week, Monday to Friday, additional hours as and when required.
DURATION:	Permanent

All employees are expected to model the Customer Care behaviours of “Serve Passionately, Engage Positively and Deliver Consistently.”

JOB PURPOSE:

To lead the Tourism Unit within the Tourism, Arts and Culture Department in accordance with the principles of performance management and the Council’s policies and Community Plan, ensuring a total quality approach with regard to service standards.

The post holder will be responsible for the management of the following functional areas:

- Tourism Strategy Development and Implementation
- Destination Brand Development
- Key Visitor Destinations
- Major Tourism Initiatives and Infrastructure development
- Destination Marketing, Sales and Communications
- Tourism Capital Development Schemes
- Tourism Facilities and Visitor Information Provision
- Business development and Mentoring schemes

MAIN DUTIES AND RESPONSIBILITIES:

1. Lead on the implementation and monitoring of the Tourism Strategy for the Borough and on the development of future Tourism Strategies.
2. Lead on the development and implementation of a Tourism destination brand for the Borough ensuring compliance across departmental activity and working with stakeholders across the Borough to ensure a consistency of approach.
3. Lead on the destination management and stewardship of key visitor destinations in line with the Tourism Strategy.
4. Lead on Council capital development schemes relevant to Tourism, working with other relevant Council Departments to ensure projects are completed within agreed budgets and timescales.
5. Work with Tourism third party project promoters within the Borough to advise and assist on the development of capital schemes in line with the Council's Tourism Strategy.
6. Lead in the development and implementation of a Destination and Facility Marketing Strategy and Sales and Communications Strategy for the destination, including business-to-business and consumer sales.
7. Lead on the research agenda for the Tourism Unit ensuring relevant information is collated to direct future sales and marketing activity and monitor ongoing effectiveness of existing activity.
8. Lead on the marketing and sales of the Council's Signature events as well as other emerging events in line with the Council's Tourism Strategy.
9. Lead on the development of experiential tourism across the Borough in line with the Tourism Strategy.
10. Lead on the research and development phase of emerging projects relevant to the Tourism Strategy including the consideration of a future UNESCO bid.
11. Overall strategic responsibility for the management of tourism facilities and visitor servicing provision for the Borough. Provide leadership and direction to onsite facility managers and teams, ensuring compliance with legal and statutory requirements and alignment with the destination brand.
12. Manage any third party legal and funding agreements relevant to the remit of the Unit ensuring good governance and compliance with best practice principles.
13. Lead on the Sustainable Tourism Agenda in line with best practice and Council policies, ensuring activities are compliant in this regard.

14. Lead on the development of the tourism industry within the Borough, working closely with relevant agencies such as People 1st and Tourism Northern Ireland, building the capacity of businesses to compete in a competitive marketplace.
15. Lead on the development of funding applications from public and non-public sources relevant to the remit of the Unit.
16. Develop an annual business plan, delivering targeted and measurable outcomes for the work streams within the Unit and identify and manage risks linked to its implementation.
17. Prepare, manage and monitor budgets to ensure that the Unit's objectives are met and ensure compliance with the Council's policies, financial regulations and standing orders.
18. Manage and develop staff to ensure that they and any employees for which they are responsible:
 - Promote a "One Council" approach;
 - Effectively manage their teams, positively contributing to wellbeing and high levels of employee engagement;
 - Implement and review appropriate training and development programmes for employees to ensure sufficient skills, capacity and knowledge within the service.
 - Operate within Council policies and procedures;
 - Deliver services in the most efficient and equitable manner and in accordance with Council governance and financial regulations;
 - Efficiently and effectively manage available resources;
 - Deliver their agreed targets;
 - Work in a corporate and collaborative way with other services and departments.
19. Develop and manage relationships with key stakeholders including government agencies, local authorities and the private sector to ensure a coordinated approach to the strategic development of tourism within the Borough.
20. Develop an integrated approach to the work of the Department by formally agreeing priorities and actions with Tourism Northern Ireland, Tourism Ireland and other relevant bodies where appropriate.
21. Prepare and present reports to external stakeholders and assist the Head of Department in the drafting of authoritative responses to Central Government.
22. Prepare and present reports for Council committees and meetings and advise and brief elected members, where appropriate, on issues relevant to the work of the Unit.

23. Take overall responsibility, within the Service area, for the effective management and resolution of stakeholder and customer queries and complaints, Freedom of Information and other information requests.
24. Represent the Head of Department internally and with external organisations as appropriate, within area of responsibility.
25. Lead task and finish groups in the delivery of the work of the Unit.
26. Undertake any other relevant duties that may be required and are commensurate with the nature and grade of the post.