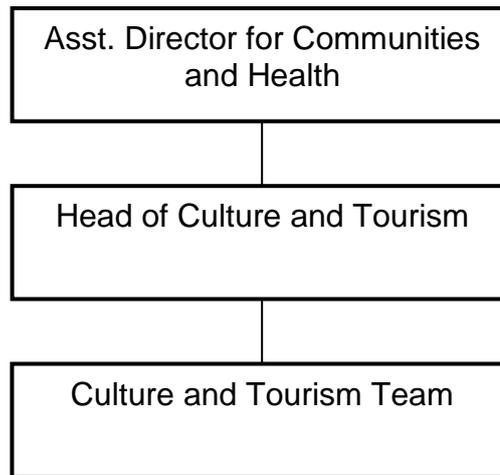




# Job Description & Person Specification

<b>Post Title</b>	Head of Culture and Tourism				
<b>JE Reference</b>	H0121	<b>Grade</b>	L	<b>SCP Range</b>	53-55

## Reporting line:



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## Job Purpose:

The Culture & Tourism Service is placed within the Directorate of Adults & Communities, aiming to build greater connections with communities supporting the aspiration in Our Flourishing Future to “use culture to build strong communities”.

The post holder has strategic responsibility for the Council’s approach to enhancing the contribution of culture, tourism, and heritage in generating strong communities and wellbeing and contributing to the economic success of the borough.

The role includes responsibility for proactively brokering partnerships and developing frameworks within which relevant local, regional, and national organisations can collaborate, access resources, and achieve improved outcomes for the Borough and its residents.

The postholder will be responsible for growing the capacity of our cultural sector; increase participation and engagement and improving our cultural offer.

## **Relationships:**

**Accountable to:** Asst. Director Communities and Health

**Accountable for:** Culture, Tourism and Heritage

**General Contacts:** Local communities, particularly our local creative community, voluntary sector bodies, external arts funders, the private sector and other public organisations.

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## **Key duties and responsibilities:**

1. To facilitate and oversee the formulation of plans and strategies which will build the contribution of culture, arts and heritage to community wellbeing and economic growth.
2. Build and develop the cultural infrastructure to deliver a National Portfolio Organisation in Redcar and Cleveland (Kirkleatham Museum is part of the Tees Museums NPO). Lead the engagement with cultural agencies, neighbouring local authorities, and artists and companies to build cultural activity, help build cultural capacity and create effective opportunities for communities and individuals to engage with arts, heritage and cultural opportunities in the Borough.
3. To collaborate with project champions of new or significantly expanding cultural assets, to analyse their potential as facets of the Tees Valley 'offer' and to develop content and collateral that will enable the tourism team and Tees Valley Combined Authority to effectively market the cultural programme and venues of the Borough and Tees Valley.
4. Lead the delivery of the Live Well Board (the South Tees Health and Wellbeing Board) commitment to develop greater links between Arts and Health, including the development of the South Tees Arts in Health movement; to promote arts, heritage, and culture as an important element of wellbeing.
5. Develop relationships with external funders, including the Arts Council, Nesta and Esmee Fairbairn Foundation to generate greater external income to support the cultural programme.
6. To take the lead in building Redcar and Cleveland tourism business relationships, creating the business development strategy, managing the relationships and building a strong knowledge of tourism business activity, accommodation supply, attractions, transport companies and outdoor activity providers, plus an awareness of any supply chain businesses.
7. To lead on developing the overarching communications and tourism marketing strategy for Redcar and Cleveland and its cultural assets, heritage sites, accommodation and leisure businesses, attractions, experiences, landscape and nature, working closely with colleagues in Tees Valley Combined Authority to deliver measurable growth in the visitor economy and promote Redcar and Cleveland as a premier tourist destination.

8. To lead the engagement with all key strategic and delivery partners, stakeholders and the tourism industry at local and regional, level in order to maximise opportunities for the promotion of the Borough and Tees Valley and their products through partner channels (including partner marketing communications, print and websites), fostering and maintaining strong working relationships with all partners and stakeholders.
9. To take a lead on working with other local authorities and Destination Management Organisations working closely with culture and tourism colleagues in Tees Valley Combined Authority to deliver regional objectives and to create, develop and deliver a place brand for Redcar and Cleveland..
10. Develop a more strategic approach to funding events, including seed funding to support the establishment of new events and events that build the profile of our town centres; promoting the area as a destination for regional, national and international events.
11. To lead on the Council's Visitor Destination Plan and to work closely with the Place Marketing Manager on implementing the Redcar Place Marketing Strategy.
12. To undertake the full remit of people management functions for staff within the Culture, Tourism and Heritage team, including staff within Kirkleatham Museum.
13. To be responsible for oversight of high value budgets in relation to tourism, culture and heritage projects across the Borough.

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### **General/Corporate Responsibilities:**

1. To undertake such duties as may be commensurate with the seniority of the post.
2. To ensure that the Council's corporate Health & Safety policy is followed and training is undertaken in all pertinent health and safety procedures.
3. To partake in the Council's and Directorate's staff training and development policies as well as the Council's system of performance appraisal.
4. To treat all information gathered for the Council and Directorate, either electronically or manually, in a confidential manner.
5. All employees are required to demonstrate a commitment when carrying out their duties which promotes and values diversity and the equality of opportunity in relation to employees and service users which is in line with the Council's Equality & Diversity Policy.
6. To be responsible for identifying and managing all risks associated with the job role through effective application of internal controls and risk assessments to support the achievement of Corporate and Service objectives.

7. To ensure the highest standards of customer care are met at all times.
8. To ensure the principles of Value for Money in service delivery is fundamental in all aspects of involvement with internal and external customers.
9. To ensure that the highest standards of data quality are achieved and maintained for the collection, management and use of data.
10. To positively promote the welfare of children, young people, and vulnerable adults and ensure that it is recognised that Safeguarding is everyone's responsibility; and to engage in appropriate training and development opportunities which enhance an individual's knowledge and skill in responding to children, young people and vulnerable adults who may be in need of safeguarding.

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**Last Updated:** May 2019

**Author:** Mark Adams

<b>POST TITLE</b>	<b>GRADE</b>
Head of Culture and Tourism	L

**NOTE TO APPLICANTS**

Whilst all points on the specification are important, those listed in the essential column are the key requirements. You should pay particular attention to those points and provide evidence of meeting them. Failure to do so may mean that you will not be invited for interview.

CRITERIA	NECESSARY REQUIREMENTS		* M.O.A.
	Essential	Desirable	
<b>EXPERIENCE</b>	<ul style="list-style-type: none"> <li>• Extensive experience in management and delivery of large, complex and successful culture, tourism and heritage projects from concept to implementation.</li> <li>• Extensive experience of working with and developing strong relationships with senior executives within external partners.</li> <li>• Significant experience of writing large scale external funding bids and influencing partner external agencies to support such bids.</li> <li>• Significant budget management and strategic planning experience.</li> <li>• Significant experience of managing staff.</li> </ul>	<ul style="list-style-type: none"> <li>• In-depth experience of one or more arts sectors and broad knowledge or development in that/those sectors.</li> <li>• Experience of a wide range of tourism businesses, tour operator /travel trade communications.</li> </ul>	A, I, R
<b>SKILLS AND ABILITIES</b>	<ul style="list-style-type: none"> <li>• A very high level of understanding and significant experience of working in the culture, art and heritage sector, including up-to-date knowledge of the strategies, funding regimes, key personnel and operating procedures of the key agencies in the sector.</li> <li>• Significant skills in delivering creative and</li> </ul>	<ul style="list-style-type: none"> <li>• Understands how the wider economic environment and national agendas have impact on service provision.</li> <li>• An understanding of the inter-dependency of culture and</li> </ul>	A, I, R, C

	<p>visionary projects of a complex nature.</p> <ul style="list-style-type: none"> <li>• Significant level of advanced skills in working with communities, partners on a national, regional and local level to promote and bring extensive growth to the tourism and culture of the borough.</li> <li>• Demonstrate high level of budget and staff management skills.</li> <li>• Demonstrate high level of confidence in applying solutions to overcome difficulties when delivering large scale projects.</li> <li>• Promotes a customer focused performance culture utilising effective performance management.</li> <li>• Analyses resources and expertise required to achieve directorate and organisational objectives.</li> <li>• Ensures processes are efficient, value for money and avoids duplication of activity or service.</li> <li>• Ensures projects and schemes are delivered to timescales and within budget.</li> <li>• Facilitates a culture of continuous learning, development and knowledge sharing.</li> <li>• Demonstrates consistent leadership in driving forward activities through others during challenging and changing times. Ability to be a senior advocate for the Council in all internal and external agencies.</li> </ul>	<p>tourism in creating more vibrant and appealing places, and the need to ensure strong communication of our cultural assets and activities.</p>	
<p><b>EDUCATION/ QUALIFICATIONS/ KNOWLEDGE</b></p>	<ul style="list-style-type: none"> <li>• Educated to degree level and with a professional tourism and/or marketing qualification and/ or able to demonstrate significant tourism business and product</li> </ul>	<ul style="list-style-type: none"> <li>• Professional management qualification.</li> </ul>	<p>A, I, C</p>

	development experience.		
<b>OTHER REQUIREMENTS</b>	<ul style="list-style-type: none"> <li>• To have extensive experience and skill in working across many different agencies.</li> <li>• Commitment to own continuous professional development as well as development of staff within your service functions,</li> <li>• Significant ability to multi task and show a flexible approach to work,</li> <li>•</li> </ul>		A, I, R, C
<b>COMMITMENT TO EQUAL OPPORTUNITIES</b>	<ul style="list-style-type: none"> <li>• Commitment to equal opportunities and the ability to recognise the needs of different service users</li> </ul>	<ul style="list-style-type: none"> <li>• Evidence of having completed training in equality and diversity awareness</li> </ul>	A,I
<b>COMMITMENT TO SERVICE DELIVERY/ CUSTOMER CARE</b>	<ul style="list-style-type: none"> <li>• Commitment to provide a customer-focussed service,</li> <li>• Actively develops and raises the external reputation of the Council.</li> </ul>	<ul style="list-style-type: none"> <li>• Evidence of surpassing customer expectations or service targets / goals.</li> </ul>	A,I

**METHOD OF ASSESSMENT: (\*M.O.A.)**

A = APPLICATION FORM C = CERTIFICATE E = EXERCISE I = INTERVIEW P = PRESENTATION T = TEST AC = ASSESSMENT CENTRE  
R = REFERENCE