



# Role Profile

<b>TOURISM OFFICER</b>			
Reference No.	SS2532	Type	Generic
Service	Business and Employability		
Job Family	Professional 1	Grade	FC7

<b>Purpose</b>
Tourism policy development, provision of tourism related performance monitoring and supporting activities to deliver the Council and partners' objectives to develop and promote Fife as a great place to live, work and visit.

<b>Task or Responsibility</b> - For this role, there is an expectation that all, or a combination, of the following will be undertaken:
Assist in the development, implementation and monitoring of effective policies to develop and promote Fife as a visitor destination.
Assist in the development of a Minute of Agreement with VisitScotland setting out clear targets and monitoring performance in achieving these.

<b>Person Specification: Skills, Knowledge, Qualifications or Experience</b> - Criteria can apply to more than one task or responsibility	<b>E</b>	<b>D</b>
Educated to SCQF level 8, which includes HND or SVQ level 4 or equivalent	✓	
Experience in a tourism policy and information or related environment	✓	
Experience in a local authority environment		✓
Experienced in partnership working		✓

E = Essential Criteria    D = Desirable Criteria

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<b>Task or Responsibility</b> - For this role, there is an expectation that all, or a combination, of the following will be undertaken:	<b>Person Specification: Skills, Knowledge, Qualifications or Experience</b> - Criteria can apply to more than one task or responsibility	<b>E</b>	<b>D</b>
Provide support to the Fife Tourism Partnership Manager, developing effective partnership working with public and private sector tourism interests.	Knowledge and understanding of Fife's tourism industry and tourism business specific needs	✓	
Undertake tourism promotion activities to promote Fife as a visitor destination. Duties may include creative writing, producing media releases, organising and attending events and exhibitions and the production of a variety of publications.	Communication skills	✓	
Prepare information for release through various communications channels including the Welcome to Fife website and social media channels to raise the profile and awareness of Fife as a tourist destination.	Experienced in delivering social media content		✓
Assist in the co-ordination of all tourism related activities across the Council and Trusts in accordance with the objectives of the Fife Tourism Strategy.	Experienced in partnership working	✓	
Assist in the development and monitoring of appropriate performance indicators and benchmarking data.	Experienced in performance monitoring and tourism data analysis	✓	
Prepare briefing notes, committee reports as required.	Experienced in preparing tourism policy related reports	✓	
Assist the Tourism Partnership Manager in supporting the Fife Tourism Partnership.	Experience in a tourism partnership context		✓
Ability to prioritise, meet deadlines and respond positively when under pressure.	Project management skills		✓
Undertaking all other duties as required for the role. Duties will be in line with the grade.			

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<b>Additional tasks or responsibilities</b> – this is a generic role, however this particular job may also require you to undertake the following:			
<b>Task or Responsibility</b> - For this role, there is an expectation that all, or a combination, of the following will be undertaken:	<b>Person Specification: Skills, Knowledge, Qualifications or Experience</b> - Criteria can apply to more than one task or responsibility	<b>E</b>	<b>D</b>

<b>Type of Protection of Vulnerable Groups Scheme (PVG Scheme) or Disclosure Check required</b>	
<p><b>Before confirming appointment:</b> You may be required to obtain PVG scheme membership or a Disclosure check. Please refer to the job advert for clarification of the specific requirement.</p>	
<p><b>Additional Information</b> – the following information is available:</p>	<p><b>Expected Behaviours</b></p>
<ul style="list-style-type: none"> <li>• Skills Framework (if applicable)</li> <li>• <b>How</b> we work matters</li> </ul>	<p>Every council employee is expected to lead the way by making decisions and behaving in ways that uphold our community commitments and values.</p> <p>Please refer to How We Work Matters Guidance to learn more.</p>