

## Forth Bridges Area Tourism Strategy Manager

Reference No.	A4560	Type	Individual
Service	Economy, Planning and Employability		
Job Family	Professional 3	Grade	FC9

### Purpose

To co-ordinate the delivery of the Forth Bridges Area Tourism Strategy action plan as set out by the Forth Bridges Forum.

**Task or Responsibility** - For this role, there is an expectation that all, or a combination, of the following will be undertaken:

Co-ordinate the delivery of a programme of projects for the successful delivery of the Forth Bridges Area Tourism Strategy working with public and private sector partners. This will include project initiation, scoping, planning, and delivery within budget and to planned timescales and advising Service Manager of project risks and issues and developing solutions to mitigate and resolve these.. The role is crucial for creating and maintaining strategic focus, ongoing alignment and momentum in programme delivery.

**Person Specification: Skills, Knowledge, Qualifications or Experience** - Criteria can apply to more than one task or responsibility

**E**    **D**

Educated to SCQF 9 which includes a degree or equivalent.

✓

Qualification in Project Management

✓

Experience of delivery of tourism destination development and marketing projects and programmes

✓

Full membership of a related professional body

✓

Ability to provide a regular and effective service

✓

## Role Profile

<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>
Budget management and monitoring for the delivery of the projects to be delivered within the Forth Bridges Area Tourism Strategy including co-ordinating and managing internal and external financial resources.	Experience of managing budgets with funding from multiple sources (Take ownership – see “How we Work Matters” Framework)	✓	
Identify and secure external sources of funding to deliver the projects within the Forth Bridges Area Tourism Strategy.	Experience of successful funding bids (Deliver results)	✓	
Data collation and analysis for the purpose of providing baseline tourism statistics and reporting on progress towards achieving the objectives of the Strategy.	Experience of data collation, analysis and presentation of tourism statistics (Embrace technology and information)	✓	
Programme reporting to the Forth Bridges Area Tourism Strategy Management Group creating reports and insights to support the strategic management process.	Report writing and communication skills (Focus on customers)		✓
Identifying further opportunities for regional working through engagement with regional partners both public and private sector and monitoring the impact and value of investments.	Communication and negotiation skills (Work together)		✓
Developing working relationships with key stakeholders, tourism businesses and communities.	Networking skills (Work together)		✓
Working at a local and regional level to ensure tourism business engagement	Influencing and negotiation skills (Take ownership)		✓
Providing secretariat and administrative support to the Forth Bridges Area Tourism Partnership Directors and Officer Groups.	Organisational skills (Deliver results)	✓	

# Role Profile

<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>JOB TITLE (of Specialist tasks)</b>				

<b>Type of Protection of Vulnerable Groups Scheme (PVG Scheme) or Disclosure Check required</b>	
<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.	
<b>Additional Information</b> – the following information is available	<b>Expected Behaviours</b> – It is essential that you display the following behaviours as they are expected of all our employees:
<ul style="list-style-type: none"> <li>• Skills Framework (if applicable)</li> <li>• <b>How</b> we work matters</li> </ul>	<ul style="list-style-type: none"> <li>• Take Ownership</li> <li>• Focus on Customers</li> <li>• Work Together</li> <li>• Embrace Technology &amp; Information</li> <li>• Deliver Results</li> </ul>