



# Role Profile

## Forth Bridges World Heritage and Tourism Coordinator

Reference No:	A5515		
Service:	Business & Employability Services		
Job Family:	Regeneration/Economic Development/Tourism	Grade:	FC9

### Purpose

To coordinate successful delivery for the Forth Bridges Forum partners of the Forth Bridge World Heritage Management Plan and the Forth Bridges Area Tourism Strategy.

**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 and to coordinate the development of an updated Management Plan, and then monitor and implement the agreed Plan alongside the Tourism Strategy actions.

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

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.  
 A good knowledge of national and international issues in world heritage.

E	D
✓	
	✓
✓	
	✓

## 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>
<p>Coordinating the management and monitoring of the World Heritage Site (WHS) in line with the requirements of UNESCO's World Heritage Convention. Refreshing the World Heritage Management Plan, in collaboration with Historic Environment Scotland, Transport Scotland, City of Edinburgh Council and Network Rail.</p> <p>To lead and manage the preparation of the Annual Monitoring Report on the State of Conservation of the WHS.</p> <p>Driving forward, monitoring and reviewing delivery of the WHS Management Plan actions, including its associated Tourism and Interpretation Plans.</p>	<p>Full membership of a related professional body</p> <p>Ability to provide a regular and effective service</p> <p>Strong communication skills and the ability to deal with a diverse range of people.</p> <p>Good organisational skills and the ability to manage a variety of tasks.</p> <p>Strong administrative and IT skills, and an ability to maintain records and produce clear written and oral reports and plans.</p> <p>Knowledge of history and understanding of World Heritage and planning issues.</p>	<p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p>	<p>✓</p>
<p>Budget management and monitoring for the delivery of the projects to be delivered within the World Heritage Management Plan and Forth Bridges Area Tourism Strategy including co-ordinating and managing internal and external financial resources.</p>	<p>Experience of managing budgets with funding from multiple sources (Take ownership – see “How we Work Matters” Framework)</p>	<p>✓</p>	
<p>Identify and secure external sources of funding to deliver the projects within the Forth Bridges Area Tourism Strategy.</p>	<p>Experience of successful funding bids (Deliver results)</p>	<p>✓</p>	
<p>Data collation and analysis for the purpose of providing baseline tourism statistics and reporting on progress towards achieving the objectives of the Strategy.</p>	<p>Experience of data collation, analysis and presentation of tourism statistics (Embrace technology and information)</p>	<p>✓</p>	
<p>Programme reporting to the Forth Bridges Area Tourism Strategy Management Group creating reports and insights to support the strategic management process.</p>	<p>Report writing and communication skills (Focus on customers)</p>		<p>✓</p>

E = Essential Criteria    D = Desirable Criteria

## 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>
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)	✓	
Undertaking all other duties as required for the role. Duties will be in line with the grade.			

# Role Profile

**Additional tasks or responsibilities** – this is a generic role, however this particular job may also require you to undertake the following:

<p><b>Task or Responsibility</b> - For this role, there is an expectation that all, or a combination, of the following will be undertaken:</p>	<p><b>Person Specification: Skills, Knowledge, Qualifications or Experience</b> - Criteria can apply to more than one task or responsibility</p>	<p><b>E</b></p>	<p><b>D</b></p>
--	--	-----------------	-----------------

**Job Title (Specialists Tasks)**


**Type of Protection of Vulnerable Groups Scheme (PVG Scheme) or Disclosure Check required**

**Before confirming appointment:** 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><b>Additional Information</b> – the following information is available:</p>	<p><b>Expected Behaviours</b></p>
--	-----------------------------------

- Skills Framework (if applicable)
- **How** we work matters

Every council employee is expected to lead the way by making decisions and behaving in ways that uphold our community commitments and values.

Please refer to How We Work Matters Guidance to learn more.

Version: 1.4  
Issue date: October 2023