



Role Profile

Tourism and Events Officer

Reference No.	I278.01	Type	Individual
Service	Enterprise, Planning & Protective		
Job Family	Professional 1	Grade	FC7

Purpose

To support the development of events in Fife and promote events and tourism activities to attract new audiences and visitors to Fife

Task or Responsibility - For this role, there is an expectation that all, or a combination, of the following will be undertaken:	Person Specification: Skills, Knowledge, Qualifications or Experience - Criteria can apply to more than one task or responsibility	E	D
Supporting the Lead Officer Tourism and Events to develop and implement the Fife Tourism and Events Strategy.	Educated to SCQF level 8, which includes HND or SVQ level 4 or equivalent such as events management or tourism	✓	
Identifying opportunities for new strategic events to be brought to Fife and support the development of existing and emerging events.	Qualification in Cultural Planning		✓
Supporting the development of and evaluating applications to the Strategic Events Investment Programme (SEIP) and report on recommendations for investment.	Significant experience in the Creative Industries sector in relation to strategic planning and project delivery (Deliver Results - See how we work matters framework)	✓	
Providing advice and guidance to event organisers on a range of	Knowledge of event management processes		✓
	Experience of planning at a strategic level	✓	

E = Essential Criteria D = Desirable Criteria

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issues relating to event management, planning and delivery in relation to the Fife Events Toolkit.	Leadership and Motivational skills (Taking ownership)	✓	
Developing and implementing marketing campaigns for promotion of events, festivals and tourism activities through the Welcome to Fife social media channels to attract new audiences and visitors to Fife.	Networking and communication skills Creative thinking and problem solving Experience of working in a complex multi-partnership environment (Working together)	✓ ✓	 ✓
Carrying out and use existing research applying this to the Fife setting (e.g. audience development research, visitor survey analysis and Festivals in Fife economic impact research)	Experience of following instructions, work on own with minimum supervision and as part of a wider team Experience of collecting and managing information (Embrace technology and information) Experience of market research	✓ ✓	 ✓
Prepare an annual report on performance of those events and festivals supported through SEIP.	Organisational skills Experience of preparing reports	✓ ✓	
Administering funding and undertaking the monitoring and evaluation of post event reports. For events and festivals funded through the SEIP	Experience in reviewing and assessing funding applications in relation to tourism and events (Focus on customers) Ability to provide a regular and effective service	✓ ✓	
Letting and managing of small consultancy projects up to the value of £10k.	Financial management skills	✓	

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

Additional tasks or responsibilities – this is a generic role, however this particular job may also require you to undertake the following:			
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Type of Protection of Vulnerable Groups Scheme (PVG Scheme) or Disclosure Check required				
Type of Protection of Vulnerable Groups (PVG) or other Disclosure check (choose only one).	PVG Children <input type="checkbox"/>	PVG Protected Adults <input type="checkbox"/>	PVG Both <input type="checkbox"/>	None <input checked="" type="checkbox"/>
	Basic Disclosure <input type="checkbox"/>	Standard Disclosure <input type="checkbox"/>	Enhanced Disclosure <input type="checkbox"/>	

Additional Information – the following information is available:

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

Expected Behaviours – It is essential that you display the following behaviours as they are expected of all our employees:

- Take Ownership
- Focus on Customers
- Work Together
- Embrace Technology & Information
- Deliver Results