

## Fife Tourism Partnership Manager

Reference No.	SS1489	Type	Individual
Service	Business and Employability		
Job Family	Professional 3	Grade	FC9

### Purpose

To manage and provide leadership for tourism policy and promotion in Fife 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:	<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>Lead responsibility for developing effective strategies and marketing activity to develop and promote Fife as a visitor destination.</p> <p>Lead the Council's input in developing a Partnership Agreement with VisitScotland setting out clear targets and monitoring performance in achieving these.</p> <p>To lead on identified work areas relating to the Fife tourism Partnership, developing effective partnership working with public and private sector tourist interests.</p> <p>Co-ordinate all tourism related activities across the Council in accordance with the objectives of the Fife Tourism Strategy.</p>	<p>Educated to SCQF 9 which includes a degree or equivalent.</p> <p>Experience in a tourism policy and partnership context.</p> <p>Experience in tourism marketing and promotion activities.</p> <p>Full membership of a related tourism professional body.</p> <p>Experience in leading, developing and supporting team members.</p> <p>Ability to provide a regular and effective service.</p>	<p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p>	

## Role Profile

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Budget management and monitoring for the delivery of projects and external contracts to be delivered within the Fife Tourism Strategy.	Experience of managing budgets with funding from multiple sources (Take ownership – see “How we Work Matters” Framework)	✓	
Allocate and supervise the work of staff within priorities set by the Service Manager, to achieve and maintain targets both on a day to day basis, and on specific projects	Experience of and ability to lead, motivate, support and develop team members. (Take Ownership)	✓	
Identify and secure external sources of funding to deliver the tourism development and marketing priorities within the Fife Tourism Strategy.	Experience of undertaking successful funding bids (Deliver results)		✓
Manage and monitor the Partnership Agreement with VisitScotland to ensure co-ordination and monitoring of activities towards the development and implementation of the Fife Tourism Strategy.	Networking skills (Work together)	✓	
Data collation and analysis for the purpose of providing baseline tourism statistics and reporting on progress towards achieving the objectives of the Fife Tourism Strategy.	Experience of data collation, analysis and presentation of tourism statistics (Embrace technology and information)	✓	
Prepare Briefing Notes, Committee Reports and attend Committees/Pre-Committees as required.	Report writing and communication skills (Focus on customers)	✓	
Oversee and monitor the distribution of the Fife Strategic Events Fund.	Experience and knowledge of strategic events (Deliver Results)	✓	
Determine local visitor information requirements for Fife, co-ordinate funding bids for these activities and assist in the implementation of local visitor information and marketing programmes.	Communication and negotiation skills (Embrace technology and information)	✓	
Work with the network of tourist associations and thematic tourism groups across Fife to ensure tourism business engagement.	Networking skills (Work together)		✓
Working with relevant organisations co-ordinate and promote tourism business networking opportunities including a dedicated website and organise an annual tourism conference in conjunction with partners.	Influencing and negotiation skills (Take ownership)	✓	

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Providing secretariat and administrative support to Fife Tourism Partnership.	Organisational skills (Deliver results)	✓	
Attend meetings of Scottish Local Authorities Economic Development (SLAED) Tourism sub-group.	Networking skills (Work with Others)	✓	
Undertaking all other duties as required for the role. Duties will be in line with the grade.			

# 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:				
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<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>