



Coventry City Council

## Job Description

<b>Job Title:</b>	Senior Destination Management Officer	<b>Job Number:</b>	D2637D
<b>Service:</b>	Economic Growth, Culture and Development	<b>Grade:</b>	G7
<b>Location:</b>	One Friargate		

### Our Values

It's great to know that you are interested in working with us at Coventry City Council. As a prospective employee it is important that everyone who works for us is committed to our One Coventry values and shares our commitment to becoming a more diverse and inclusive organisation.

### Job Purpose:

To develop and manage relationships with key destination, leisure and business tourism stakeholders (including local conferencing venues, cultural venues, hoteliers, sub-regional tourism officer groups, national tourism bodies and the hospitality sector) to stimulate economic growth and develop Coventry's profile as a destination of distinction for conferencing, leisure and business tourism.

To develop and manage commercial opportunities to promote and increase the profile of the city via trade shows, exhibitions, delegations, partnerships and familiarisation visits, and to manage and deliver destination services (whether directly delivered, commissioned or contracted). To lead on the Service's contribution to delivering key partnership programmes to promote the city as a destination of distinction. To generate income to the Service through the creation of commercial destination services where appropriate and to attract and encourage large events and conferences to the City and sub-region, increasing visitor numbers and spend. To manage the Service's marketing output across all platforms, ensuring a coordinated approach to promoting the destination in partnership with key stakeholders across the destination, tourism, events and cultural sectors.

### Main Duties and Responsibilities:

1. To work closely with the business tourism partnership group and key leisure tourism stakeholders (e.g. Coventry City of Culture Trust, Culture Coventry) to promote and increase the profile of Coventry as a destination of distinction and to secure business and leisure tourism opportunities for the City.
2. To coordinate, promote and recruit public, private and third sector partners to the tourism partnership scheme and to manage the efficient administration of the scheme to ensure the strengths of the City and the wider sub-region are fully exploited.
3. Working closely to the Service Manager – Destination and Business Relationships, to investigate, support and coordinate major projects, initiatives and events aimed at profiling and promoting the City and/or enhancing opportunities for economic growth in Coventry (e.g. Cultural Destinations and Great Place programme, national and international partnership delegations, trade shows, Familiarisation trips etc.). This includes supporting delivery of the Great Place 'Embedding Culture in Place Policy' workstream; leading on the Great Place MappaCov workstream; and supporting

the Service Manager – Destination and Business Relationships leading on coordinating the City's presence at MIPIM.

4. To identify, develop, and manage opportunities to promote the City and wider sub-region at key business and leisure tourism exhibitions and other destination events in the UK and overseas, including (on occasions) being in attendance and managing all aspects of pre and post event marketing, communication and operational planning.
5. To initiate, develop and structure relationships with key stakeholders, including through coordinating, hosting and facilitating network events and stakeholder forums for new and existing partners, visitor attractions, venues and hospitality partners.
6. To design, resource, manage, implement and promote key destination and tourism marketing campaigns, promotional material and destination marketing resources for the City, to encourage business and leisure tourism to the City and the wider sub-region. To manage all aspects of such campaigns and products, including through specification, business planning, commissioning, budgetary control, marketing and staffing/contract management.
7. To identify and secure the penetration of specific tourism market segments, through hosting journalists' visits, familiarisation visits, delegations and supporting editorial content.
8. To lead on managing conference and major event enquiries and act as a central point of contact for customers and venues to secure conference business for the City and the neighbouring sub-region.
9. To source and negotiate discounted rates for large quantities of accommodation reserved for large conferences and events, linking to a preferred online accommodation booking system.
10. To deliver a client/event management package for key conferences/events and maintain a positive relationship throughout a company's/organisation's consideration of the city as a potential location for their conference, business, cultural or sporting event.
11. To design and deliver presentations to a variety of audiences to raise the profile of Coventry's tourism and destination offer, and where necessary, to deliver training to support the marketing and promotion of Coventry as a business and leisure tourism destination of distinction.
12. Manage the Service's information and marketing approach and output, with a view to recruiting and engaging destination partners and developing a framework which facilitates access to in-kind partnership support, joint funding initiatives, sponsorship, grants and private sector finances.
13. Support and contribute to the development of a Tourism and Destination Plan for Coventry, which aim to drive an increase in visitor footfall and spend within the City, to stimulate economic growth and new jobs within the sector, and raise Coventry's profile as a destination of distinction. To lead and/or manage key Service priorities, commitments and outputs within the Plan.
14. To source new funding and sponsorship opportunities to support the development and implementation of both a partnership Tourism Strategy and Destination Plan for Coventry.
15. Manage staff, including in the formulation of service delivery plans and work programmes. To be responsible for the recruitment, training, development and motivation of appointed staff members, within the framework of the City Council's Investing in People Policy and Departmental performance management programmes.
16. Manage appropriate budgets and other non-council resources in accordance with City Council policies and procedures and external funding regimes, ensuring all resources are put to best use in achieving the City Council's objectives and pursuing continuous improvement in service delivery.

17. To act as 'Project Officer' where appropriate for externally-funded destination management projects guaranteed by the City Council.
18. Negotiate contracts with external providers where the City Council is providing a service to them or where a third party is providing a service to the City Council. To effectively manage the delivery of services through contracts and agreements.
19. Contribute to cross-team and corporate working within the Sports, Culture, Destination and Business Relationships Service; Economic Growth, Culture and Development Services; the Place Directorate and across the City Council, taking the lead on, and supporting, collaborative projects and Service priorities where appropriate.
20. Support and deputise for the Service Manager – Destination and Business Relationships, including for work with Elected Members and external partners, the preparation of reports and presentations and attendance at meetings.
21. Any other duties and responsibilities within the range of the salary grade.

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The post holder must comply with Coventry City Council's health and safety policy and in particular is required:-

- To take reasonable care for their own health and safety at work and of those who may be affected by their actions or by their omissions
- To cooperate with their line manager and senior management, to work safely, to comply with health and safety instructions and information and undertake appropriate health and safety training as required
- Not to intentionally or recklessly interfere with or misuse anything provided in the interests of health, safety and welfare
- To report to their manager any health and safety concerns, hazardous condition or defect in the health and safety arrangements.

**Any further Health and Safety responsibilities relevant to this post will be set out in the offer letter and Written Statement of Particulars**

The post holder must comply with the Interagency procedures of the Safeguarding Boards and Coventry City Council's policies for safeguarding children and safeguarding adults and in particular is required:-

- To ensure they are aware of the signs that may suggest a child or vulnerable adult is being abused or neglected
- To report to their manager, or other appropriate manager, any concerns they may have that suggest that a child or vulnerable adult may be being abused or neglected immediately

**Any further Safeguarding Board responsibilities relevant to this post will be set out in the offer letter and Written Statement of Particulars**

Post holders will be accountable for carrying out all duties and responsibilities with due regard to the City Council's Equality, Diversity and Inclusion Policy.

Duties which include processing of any personal data must be undertaken within the corporate data protection guidelines.

**Responsible for:** Conferencing and Business Services Officer  
Apprentice – Business Relationships and Tourism

Destination Management Officer – Information and Marketing  
Information and Marketing Officer

**Responsible to:** Service Manager – Destination and Business Relationships

**Date Reviewed:** October 2017

**Updated:** April 2021



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## Person Specification

<b>Job Title:</b>	Senior Destination Management Officer	<b>Job Number:</b>	D2637D
<b>Service:</b>	Economic Growth, Culture and Development	<b>Grade:</b>	G7
<b>Location:</b>	Floor 11, One Friargate		

Area	Description
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<b>Knowledge:</b>	<ul style="list-style-type: none"><li>Detailed knowledge of the structure and funding of key destination and tourism sectors in the UK and related, national, regional and local economic development policies and priorities.</li></ul>
	<ul style="list-style-type: none"><li>Comprehensive knowledge of the roles different organisations play in developing and promoting destinations and destination management (e.g. VisitEngland, Destination Management Organisations, Tourist Information Centres, local authorities, venues and hospitality partners).</li></ul>
	<ul style="list-style-type: none"><li>Detailed knowledge of the needs of the conferencing and exhibition industry.</li></ul>
	<ul style="list-style-type: none"><li>Knowledge of business investment drivers.</li></ul>
	<ul style="list-style-type: none"><li>Detailed knowledge of the principles and practices used to market destinations for business investment and business tourism.</li></ul>
	<ul style="list-style-type: none"><li>Detailed knowledge of the key drivers determining the location for business and leisure tourism events and conferences.</li></ul>
	<ul style="list-style-type: none"><li>Good understanding of marketing theory and practice, and of both off-line marketing and digital technology – including the effective use of websites and social media.</li></ul>
	<ul style="list-style-type: none"><li>Good knowledge of performance management techniques and an understanding of how these can be applied to destination marketing and management.</li></ul>
	<ul style="list-style-type: none"><li>Good knowledge of tourism trends and government, regional and sub-regional strategies to attract business tourism.</li></ul>
	<ul style="list-style-type: none"><li>Working knowledge of the processes around external grant resources and service contracts – bidding, management, evidencing and evaluation.</li></ul>
	<ul style="list-style-type: none"><li>Good knowledge of best practice in project management, principally in relation to coordination, management of timelines, monitoring, evaluation and financial management.</li></ul>
	<ul style="list-style-type: none"><li>A good knowledge and understanding of strategies for developing and maintaining commercial and sponsorship partnerships.</li></ul>



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<b>Skills and Abilities</b>	<ul style="list-style-type: none"> <li>Developed communication, interpersonal, influencing and negotiation skills, including the ability to work sensitively with businesses and partners in a commercial environment.</li> </ul>
	<ul style="list-style-type: none"> <li>Effective leadership and people management skills – able to lead and motivate a team and work effectively to achieve continuous improvement.</li> </ul>
	<ul style="list-style-type: none"> <li>Excellent networking and partnership skills.</li> </ul>
	<ul style="list-style-type: none"> <li>Strategic, critical thinking and decision making skills.</li> </ul>
	<ul style="list-style-type: none"> <li>Ability to think systematically and develop processes to record, analyse and present complex financial, performance and other information.</li> </ul>
	<ul style="list-style-type: none"> <li>Excellent information technology skills to record, analyse and present information, and prepare written material.</li> </ul>
	<ul style="list-style-type: none"> <li>Able to understand and evaluate business finance data, prepare financial forecasts, proactively manage income generation and maintain a budgetary control system.</li> </ul>
	<ul style="list-style-type: none"> <li>Able to evaluate proposals and programmes against financial and performance criteria and make recommendations for future action.</li> </ul>
	<ul style="list-style-type: none"> <li>Comprehensive project management skills</li> </ul>
	<ul style="list-style-type: none"> <li>Able to select, create and target key marketing strategies and messages.</li> </ul>
	<ul style="list-style-type: none"> <li>Able to develop new programmes and external grant applications by researching business and economic activity.</li> </ul>
	<ul style="list-style-type: none"> <li>Able to work effectively with business and cultural leaders and the senior managers of public and private sector organisations.</li> </ul>
	<ul style="list-style-type: none"> <li>Ability to initiate and develop appropriate and productive relationships inside and outside the Council, building confidence and trust in the service and displaying a clear and, where appropriate, assertive style when dealing with others.</li> </ul>
	<ul style="list-style-type: none"> <li>Ability to work under pressure, to manage competing priorities and meet deadlines. Including to manage key stakeholder/partnership forums and operational, partnership and contractual relationships.</li> </ul>

<b>Experience:</b>	<ul style="list-style-type: none"> <li>Experience of success delivering through partnerships in a marketing, tourism, communications or commercial environment. A proven track record of achievements gained through forming and working in partnerships with private, public and third sector organisations within the field.</li> </ul>
	<ul style="list-style-type: none"> <li>Experience of managing budgets and generating income to ensure the successful fulfilment of service objectives and desired outcomes.</li> </ul>
	<ul style="list-style-type: none"> <li>Experience of developing and successfully implementing business and resourcing plans in a commercial environment.</li> </ul>
	<ul style="list-style-type: none"> <li>Experience of developing and implementing strategies to attract business tourism and increase income for a destination, venue or service.</li> </ul>
	<ul style="list-style-type: none"> <li>Experience of the overall promotion of a venue or location for business and/or leisure tourism.</li> </ul>
	<ul style="list-style-type: none"> <li>Experience of organising and facilitating events, exhibitions and conferences.</li> </ul>
	<ul style="list-style-type: none"> <li>Experience of successfully managing complex partnership projects and programmes and commercial and sponsor relationships to achieve stakeholders' objectives and desired outcomes.</li> </ul>
	<ul style="list-style-type: none"> <li>Experience of preparing funding bids and raising funds from a variety of sources to support destination, business tourism and/or partnership initiatives and programmes.</li> </ul>

	<ul style="list-style-type: none"> <li>• Experience of leading, motivating and managing staff to achieve results. Experience of supervising staff teams and providing clear direction to achieve defined standards.</li> </ul>
<b>Educational:</b>	<ul style="list-style-type: none"> <li>• Degree, equivalent qualification in a related subject or equivalent experience.</li> </ul>
<b>Special Requirements:</b>	<ul style="list-style-type: none"> <li>• Willing to work flexibly in relation to hours, including from time-to-time evenings, weekends and occasional overnight stays.</li> <li>• Ability to travel to meetings and events around the Coventry area, but also to travel nationally and internationally from time-to-time to support the delivery of Service outcomes.</li> </ul>

**Date Reviewed:** April 2021