



Coventry City Council

## Job Description

<b>Job Title:</b>	Destination Management Officer – Information and Marketing	<b>Job Number:</b>	D2055D
<b>Service:</b>	Business, Investment and Culture Services	<b>Post Number:</b>	1018870
<b>Location:</b>	One Friargate	<b>Grade:</b>	G6

### 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 lead the design, management and implementation of key destination marketing strategies and campaigns for Coventry, in order to drive an increase in visitor footfall and spend, stimulate economic growth and new jobs within the sector, and raise Coventry's profile as a destination of distinction for tourism, conferencing and business, culture and events, education and innovation.

To design, develop and nurture key products and opportunities focused on improving the destination offer and widening the funding base for destination marketing and visitor information services through commercial sponsorship, grants and joint marketing initiatives.

To manage the day-to-day operation and continuous development of the main destination marketing packages for leisure tourism, including digital and offline services.

### Main Duties and Responsibilities:

1. To promote the city of Coventry as a destination of distinction by working closely with public, private and third sector partners to deliver new marketing campaigns and support the key business and leisure destination brands for the city and wider sub-region, as applicable.
2. To identify, develop, and manage opportunities to promote the City and wider sub-region at key leisure tourism exhibitions and other promotional 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.
3. Design, resource, manage, implement and promote key marketing campaigns that encourage business and leisure tourism to the City and the wider sub-region, including the use of social media, innovative digital marketing strategies and the latest technology. To manage all aspects of such campaigns and products, including specification, business planning, commissioning, budget control, marketing and staffing/contract management.

4. Lead on the production, design, marketing and distribution of key tourism promotional materials, including digital and all forms of offline print.
5. To design and deliver presentations to a variety of audiences to raise the profile of Coventry's destination offer, and where necessary, to deliver training to support the marketing and promotion of Coventry as a destination of distinction.
6. Work alongside the Conferencing and Business Services Officer to recruit destination partners and develop a framework which facilitates access to in-kind partnership support, joint funding initiatives, sponsorship, grants and private sector finances.
7. Support and contribute to the development of a Tourism Strategy 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.
8. To source new funding and sponsorship opportunities to support the development and implementation of both a partnership Tourism Strategy and Destination Plan for Coventry.
9. Regularly review the effectiveness of specific tourism projects, using analytical procedures both online and offline (including web tracking and data collection), in order to inform and shape the development of future projects and service offers.
10. Provide advice to internal and external stakeholders on issues relating to destination and tourism, applying acquired experience and sufficient depth of expertise to support others in developing new strategies to increase footfall and spend in the City.
11. Identify established and emerging forms of performance data, and review the effectiveness of key research methodologies and projects that provide an insight into the city's tourism trends, in order to regularly benchmark the City's performance against other destinations in the UK. Ensure the compilation, recording, analysis and distribution of performance reports, statistics and information.
12. 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.
13. 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.
14. To act as 'Project Officer' where appropriate for externally-funded destination management projects guaranteed by the City Council.
15. 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.
16. 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.
17. Support and deputise for the Senior Destination Management Officer, including for work with Elected Members and external partners, the preparation of reports and presentations and attendance at meetings.
18. 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:** Information and Marketing Officer

**Responsible to:** Senior Destination Management Officer

**Date Reviewed:** April 2015

**Updated:** April 2021



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## Person Specification

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<b>Location:</b>	One Friargate	<b>Grade:</b>	G6

Area	Description
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<b>Knowledge:</b>	<ul style="list-style-type: none"><li>Working knowledge of the destination and tourism Industry – both leisure and business.</li></ul>
	<ul style="list-style-type: none"><li>Good 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>Good knowledge of marketing theory and practice.</li></ul>
	<ul style="list-style-type: none"><li>Excellent understanding of both off-line marketing and digital technology – including website development, diagnostics and social media.</li></ul>
	<ul style="list-style-type: none"><li>Excellent knowledge of the principles and practices used to market destinations.</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.</li></ul>
	<ul style="list-style-type: none"><li>Knowledge of tourism trends and government, regional and sub-regional strategies to attract business and leisure tourism.</li></ul>
	<ul style="list-style-type: none"><li>Comprehensive knowledge of research, consultation and evaluation techniques and how they can be applied within destination marketing services.</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>

<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>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>



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	<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 programmes against financial and performance criteria and make recommendations for future action</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 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>• Effective leadership and people management skills – able to lead and motivate a small team and work effectively to achieve continuous improvement.</li> </ul>

<b>Experience:</b>	<ul style="list-style-type: none"> <li>• Experience of off-line and digital marketing in a tourism, communications or commercial environment. A proven track record of achievements gained through forming and working in partnerships 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 improving services to customers through the use of digital technology and social media.</li> </ul>
	<ul style="list-style-type: none"> <li>• Experience of developing strategies to attract 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 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, 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 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>
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<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> </ul>
	<ul style="list-style-type: none"> <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