

Director of Tourism, Culture and Investment - D1027

Job Description

Overall Purpose for this Post

Post Details

To lead on the city's overall approach to place marketing, inward investment, culture and tourism as part of the council's regeneration, wellbeing and economic development strategies.

Major Objectives

Objective

- 1) Supports the City Mayor, Mayoral Team and Chief Officers in developing and implementing an overall vision, brand and strategy for the promotion of the City.
- 2) Leads the continued development of an ambitious, high quality culture and tourism offer which increases city pride and profile.
- 3) Promotes City investment and enables business growth.
- 4) Provides leadership, management, development to the services within the division including:
 - a. Arts, Museums and Heritage
 - b. Festivals and Events
 - c. City Centre Management
 - d. Inward Investment
 - e. Tourism Management
- 5) Provides accurate, timely and relevant advice to the City Mayor, Assistant Mayor and Chief Officers on the aspects of the agenda for which the post holder has lead responsibility
- 6) Develops and promotes effective partnerships with local residents, businesses, the voluntary sector; and the arts, cultural and tourism sectors

7) Fosters effective relationships with public sector partners, government and other agencies at the sub-regional, regional and national level. (including the Local Enterprise Partnership, neighbouring local authorities, DCMS, BIS, Arts Council England, Heritage Lottery Fund, Historic England, Visit England).

8) Enables a high profile programme of festivals and ensures effective planning of major events with all appropriate statutory and health and safety requirements fulfilled.

Summary of Job Tasks

Task

1) Effectively manages all resources allocated to the division including the effective management of all revenue and capital budgets.

2) Develops and implements effective strategies and programmes for excellent arts and cultural activity.

3) Ensures effectively delivery of projects that are allocated to the division.

4) Delivers transformation change and continual improvement in services in the portfolio.

5) Follows, implements and promotes the council's policies and procedures relating to all areas of employment and service delivery.

6) Able to deal with people professionally at all levels and from a variety of backgrounds.

7) Able to recognise and deal with discrimination in its many forms and willing to actively put the council's equality policies into practice.