



HERTFORD TOWN COUNCIL

HERTFORD TOWN AND TOURISM DEVELOPMENT MANAGER

- Salary Grade:** Scale Point 14-24
£23,484 - £29,174 + Outer London Weighting (£626) Pro Rata
Plus 5% loyalty bonus after three years' service
- Hours/Location:** 37 hours per week based at Hertford Town and Tourist Information Centre

Tuesday – Friday 9am – 5pm
Saturday – 9.30am – 5pm

There is a requirement to work occasional evenings when meetings take place for which Time off in Lieu will be issued.

There is a requirement to work Sundays in August and when Castle Open Days take place throughout the year for which Time off in Lieu or Single Pay will be given.
- Starting Date:** ASAP
- Duration:** Permanent
- Responsible to:** The Marketing and Events Manager
- Manages:** Town and Tourist Information Centre Assistant Officer, Volunteers
- Key working relationships:** Marketing and Events Manager
Town and Tourist Information Centre Assistant
The Town Clerk
Development and Leisure Chairman
Development and Leisure Committee Members
Hertford Town Council Officers
Volunteers
Visitors
General Public
Suppliers
Friends of Hertford Castle
Third party service providers
Local Media

1. JOB PURPOSE

- a) To manage the daily running of the Town & Tourist Information Centre (T&TIC) including the supervision of staff, to be responsible for ticket sales, stock taking, ordering and all associated daily tasks.
- b) To develop and facilitate growth in the tourism sector in Hertford through the implementation of the Hertford Town Council Tourism Strategy.
- c) To work with Hertfordshire and nationwide Tourism partners to build on existing initiatives to support the increase in footfall within the county town attracting locals, visitors and tourists.

- d) Develop visitor information and packages to support visitors and improve the range of experiences available to attract new markets.
- e) To work closely with partners delivering tourism related initiatives and strategy within the county.
- f) To be responsible for the production of reports and statistics.
- g) To manage and maintain the council's visitor website www.gohertford.co.uk and proactively promote tourism related activities and the TTIC on the Council's website and social media accounts.
- h) To take a lead on promoting town centre activities and non-council upcoming events to raise the profile of Hertford as the County Town.
- i) To organise plan and implement various events to increase footfall within the town centre and support local organisations. Events include guided walks, Town Council Surgeries, and Volunteer Fairs.

2. KEY FUNCTIONS

- a) Be responsible to The Marketing and Events Manager:

SUMMARY OF MAIN DUTIES AND RESPONSIBILITIES

- a) To work with partners to facilitate growth in the tourism sector – increasing visitor numbers and tourism income in Hertford
- b) Working with the private sector, public sector and community partners to develop new products, activities and attractions in Hertford to increase visitor numbers
- c) To build on existing initiatives and campaigns to attract more visitors to Hertford
- d) Work with the private sector and attractions to develop visitor packages to support visitor access and improve the range of visitor experiences to attract new markets
- e) Effectively manage and work in the T&TIC to provide a vibrant central hub for information, events promotion, ticket sales and promote Hertford as a visitor destination. This includes the opening and locking up of the TTIC premises
- f) Oversee and supervise T&TIC staff roles including organising training, appraisals, assisting with recruitment, organising staff rotas and necessary cover for staff holiday during peak periods
- g) Identify areas for improvement and additional service offerings for the existing T&TIC
- h) Manage budgets relating to the T&TIC in conjunction with the Marketing and Events Manager and the Finance and Administration Manager
- i) Convey strong B2C and B2B customer service skills by having the ability to gain an immediate rapport with both visitors, local & national companies, and traders
- j) Supervise the maintenance of the information and souvenir displays within the T&TIC, Hertford Castle and throughout the town in Town Council noticeboards
- k) Open and close the pedestrian gates on Maidenhead Street
- l) Assist in the organisation of the T&TIC presence at shows, events, exhibitions or functions
- m) Work with the Town Centre Co-ordinator in support of town centre initiatives and take ownership of the town centre www.gohertford.co.uk website, including day to day website maintenance, to work closely with the website developers to improve the navigation of the existing site and add additional pages.
- n) To create high quality weekly online newsletters, actively post on various social media accounts to promote attractions and events online.
- o) To take ownership of promoting Hertford's tourism sector via marketing the location online and offline.
- p) To organise events to support the town and tourism sector within Hertford.
- q) To assist Councillors identify long and short-term objectives for tourism development in the town.
- r) Undertake other duties as requested by the Marketing and Events Manager.

3. KEY ACCOUNTABILITIES

To work with Officers to:

- a) Drive a culture of continuous improvement and innovation.
- b) Operate as a positive role model to inspire all employees to promote the Council and present a favourable image to the community.
- c) Embrace the performance management culture within the Council, driving the continuous improvement of services towards becoming a nationally recognised leading local council.
- d) Promote a positive and constructive relationship between Councillors, Officers and the community.

Valuing Diversity

- a) Ensure that all service delivery is customer focussed and delivered within a framework that recognises and respects the diverse nature of the community, with an emphasis on inclusion and access.
- b) Be aware of the work the Council is doing in changing its eco credentials and how this affects the projects and services the Council is delivering