

Person Specification

Job Title – Town and Tourism Development Manager

	Essential Criteria	Desirable Criteria	Assessment Method A (Application) I (Interview)
KNOWLEDGE a) Education b) Training c) Experience	Educated to A Level or equivalent Managerial experience Understanding and experience of marketing. Background in working within the Tourism Sector Events experience	Degree or equivalent, professional qualification Management qualifications Appropriate professional qualification, experience or membership of appropriate professional association Tourism Qualifications and Training Events qualifications	A & I
SKILLS AND ABILITIES a) Mental skills b) Interpersonal skills c) Physical skills	Highly developed communication skills, both written and verbal, with the ability to interact in a professional manner with a wide range of people. Self motivated and able to motivate others.	Experiencing of influencing, negotiating and encouraging others to adopt a particular course of action. Creative – challenging self, processes and to question existing way of working.	A & I

	<p>Highly developed events planning and organisational skills.</p> <p>Ability to problem solve and deal with crisis management.</p> <p>Ability to lead a team and delegate when required.</p> <p>Ability to take accountability and manager a team.</p> <p>Excellent IT skills (Managing websites, Microsoft Word, Excel, Publisher and Powerpoint)</p> <p>Creative skills including ability to design artwork to promote events including posters, banners and social media ads</p> <p>Ability to develop policies in collaboration with other areas of work within the Town Council.</p> <p>Excellent administration skills and budget keeping.</p> <p>High level of attention to detail.</p> <p>Ability to build effective relationships with Councillors, Senior Managers, Strategic Partners and the local community.</p>	<p>Experience within job description subject areas</p>	
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	Proactive and assertive.		
DEMANDS a) Initiative and independence b) Physical Demands c) Mental Demands d) Emotional Demands	Ability to manage a small team and lead by example Ability to take accountability for areas manage To work independently with limited supervision, using discretion and initiative in all areas and managing time and workload effectively. Adaptable to changing priorities whilst working within tight deadlines and managing conflicting demands and deadlines.	Experience within job description subject areas	I & A
RESPONSIBILITIES a) People b) Direction and coordinating employees c) Financial resources	Managerial experience Working with the public Planning, co-ordinating and managing events. Managing contractors Ability to manage budgets with previous experience and responsibility.		I & A
WORKING CONDITIONS	Capacity to work outside of normal office hours, including evening and weekends		I
OTHER ATTRIBUTES	To demonstrate knowledge and understanding of equality and diversity and to apply it to your role	Knowledge of General Data Protection Regulations	I