
Job description

Date: June 2019

Department: Place and Economy

Post number: 1875

Section: Economic Development

Job title: **Senior Manager – Culture and Tourism**

Grade: PO12

Purpose of the role:

The post-holder will report to the Director (Operational) of Economic Development and be responsible for:

Supporting the Director (Operational) to carry out their duties in providing strong and effective corporate operational management and on the delivery of the council's strategic priorities and the ongoing delivery of the Belfast Agenda and Belfast City Region Deal.

Managing the development and delivery of the cultural, tourism, heritage and events strategy and associated delivery function that contributes to the sustainable growth, investment and prosperity of the city.

Enhancing the cultural impact of the city through effective engagement with key internal and external stakeholders and the ongoing development of strategic partnerships on a range of levels.

Managing the development of a new integrated approach to developing and shaping the city's cultural, events/festivals and tourism offering which contributes to the delivery of the strategic priorities and targets articulated within the Belfast Agenda.

Providing professional advice and guidance to the chief officers and senior managers and ensure the delivery of a high quality, responsive, integrated and professional service at all times.

Summary of primary responsibilities

1. Work collaboratively as a senior manager to ensure the delivery of all functions within the assigned service area to include :
 - i. Manage and drive forward a new integrated approach to cultural development and enable Belfast to realise its full potential as a city where people want to live, work and visit.
 - ii. Manage the delivery of a high quality, efficient and cost effective Tourism, Culture and Events function which contributes to the continued growth and regeneration of the city and strives to embed cultural policy across the wider city development.
 - iii. Coordinate and support a long-term and strategic approach to city events aligned to the city's cultural strategy, ensuring that we are in the position to shape the future growth and competitiveness of the city and make Belfast a city synonymous with cultural vibrancy.
 - iv. Establish, support and maintain relevant partnerships and networks across a wide range of disciplines to create a collaborative environment both internally and externally in order to enhance the quality and ambition of the city's cultural offering.
 2. Deliver an integrated, adaptable and sustainable approach to service provision in order to meet the key objectives of the function and the delivery of the Cultural Strategy and the city's strategic priorities for culture.
 3. Provide professional advice and support on the strategic and integrated approach to cultural development, developing and delivering policies, strategies and frameworks which realise positive outcomes for the council, its stakeholders, partner organisations and the city.
 4. Be responsible for the management of performance within the service area remit and lead on the development of strategic and operational plans and performance indicators to embed a culture of continuous improvement.
 5. Identify synergies and interdependencies between ongoing programmes, projects or initiatives and recognise opportunities to maximise delivery, growth and value for money.
 6. Work in partnership with other senior Place and Economy managers and other council officers to effectively and efficiently deliver high quality services based on priorities and specific need.
 7. Develop effective working relationships with the council's elected members, officers, statutory and non-statutory bodies, and all other relevant stakeholders, to enhance the reputation of the council and present a positive profile for the city.
 8. Ensure high performing, professional and customer focussed services are delivered across the city which meet the needs of citizens, investors, tourists, partners and other key stakeholders.
 9. Be responsible for embedding a positive, commercial, customer service focused approach to all business processes and activities whilst addressing the different needs of diverse clients and stakeholders.
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10. Work closely with Marketing and Corporate Communications to ensure the development and delivery of an integrated marketing and communications plan which maximises the economic benefits of the council's tourism and cultural related activities.
 11. Be an ambassador for the service area and for the council as a whole, playing a leadership role where appropriate with partner organisations.
 12. Lead, manage, develop and motivate staff allocated to the service area, and make a positive contribution to the management and business improvement of the department.
 13. Be responsible for forecasting, deploying and monitoring appropriate budgets for the service area in accordance with council policies, financial regulations and standing orders.
 14. Produce timely reports, briefings and key performance information as required.
 15. Participate in all induction and in-service training provided by Belfast City Council and in the induction and support of all newly appointed staff and other human resource management policies and procedures, as appropriate, including, absence management, disciplinary and grievance procedure.
 16. Participate as directed in the council's recruitment and selection procedures.
 17. Act in accordance with the council and departmental policies and procedures including customer care, equal opportunities, health and safety, safeguarding and any pertinent legislation.
 18. Undertake the duties in such a way as to enhance and protect the reputation and public profile of the council.
 19. Undertake any other relevant duties as may, from time to time, be required and in accordance with responsibilities of the post.

This job description has been written at a time of significant organisational and structural change and it will be subject to review and amendments as the demands of the role and the organisation evolve. Therefore, the post holder will be required to be flexible, adaptable and aware that they may be asked to perform tasks, duties and responsibilities which are not specifically detailed in the job description but which are commensurate with the role.

Employee specification

Date: 16 March 2022

Department :	Place and Economy
Post number:	1875
Section:	Economic Development
Job title:	Senior Manager – Culture and Tourism
Grade:	PO12

Essential criteria

Qualifications and experience

Applicants **must**, as at the closing date for receipt of application forms:

- have a third level qualification; **and**
- be able to demonstrate, by providing personal and specific examples on the application form, at least two years' relevant senior management¹ experience in each of the following three areas:
 - a) leading on culture, tourism, heritage or events management matters including development and delivery of related strategies;
 - b) leading on the development and management of strategic partnerships including identifying funding and securing investment opportunities, using engagement mechanisms and working with collaborative cross-sector partnerships and networks and brokering effective collaborative working relationships with external partners; and
 - c) managing resources including significant² budgets, including external funding, within competing budgets and strict financial limits while ensuring financial probity and managing and motivating staff, i.e. direct reports, in accordance with the principles of personal development planning and individual performance management.

Short-listing criteria

In addition to the above qualifications and experience, Belfast City Council reserves the right to short-list only those applicants who, as at the closing date for receipt of applications forms,

- in the first instance, can demonstrate, by providing personal and specific examples on the application form, at least three years' relevant senior management experience in each of the aforementioned areas; and

¹ **Senior management experience** includes taking decisions affecting strategic issues concerning the corporate body or organisation within which the candidate is working, or providing detailed advice at board /executive level on such issues.

² The Economic Development Division has an annual budget of approximately £16m. A '**significant**' budget will be defined as a budget exceeding £2m.

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- in the second instance, possess an additional higher level qualification, for example a post-graduate diploma or masters qualification in a relevant subject such as tourism management, culture studies, arts management or equivalent qualification.

Special skills and attributes

Applicants must be able to demonstrate evidence of the following competencies which will be tested at interview:

1 Strategic leadership in the political context.

Component factors:

- Strategic leadership and direction, developing and delivering policy
- Leading organisational change
- Engendering partnership working in service delivery to ensure the best use of resources
- Acting as a strong advocate for the council
- Improving communications
- Recognising issues of political sensitivity and retaining a high degree of probity and integrity
- Risk management
- Embracing diversity

2 Service delivery, including customer focus.

Component factors:

- Strong business planning skills setting out inter-related programmes of work
- Continuous review, improvement and innovation in service delivery
- Customer targets and feedback
- Delivery of excellent customer care
- The ability to build relationships with existing and new partners to gain buy in, sustain momentum and improve services
- Strong stakeholder management skills

3 Resource management, including financial and people management.

Component factors:

- Financial planning and budgetary control, including identification of alternative funding mechanisms
- Organisation of people to deliver outcomes with rigorous emphasis on securing mutual benefits and value for money
- Staff leadership and motivation skills, including effective employee development, robust and fair resolution of underperformance issues and succession planning

4 Project management.

Component factors:

- Effective delivery of projects
 - Analytical and problem solving skills
 - Reputation, risk and compliance skills
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5 Personal impact.

Component factors:

- Excellent listening and communications skills with highly effective negotiation skills that can influence and persuade a range of people, both orally and in writing, promote ideas, inspire and motivate others
 - Exceptional relationship building skills, inside and outside the organisation
 - Ability to inspire trust and confidence
 - Resilient and committed
 - Recognises and embraces diversity
 - Sound judgement in challenging situations, including issues of political sensitivity
 - Relationship building, inside and outside the organisation
 - Effective judgement in challenging situations, including political management
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