

## JOB DESCRIPTION AND PERSON SPECIFICATION

Please note this statement is for information only and does not form part of a contract. This list is not exhaustive and you will be expected to undertake such duties as may be assigned to you by from time to time. Staff are expected to be flexible in their work in order to deliver the objectives of the organisation.

<b>Job title</b>	Head of England Partner Engagement	<b>Division/Team</b>	Strategy and Communications
<b>Contract type</b>	Fixed-term maternity cover, full-time	<b>Location</b>	VB/VE offices London
<b>Closing Date</b>	21 April 2019	<b>Salary/Range</b>	£60,000 per annum

<b>Context</b>
The role sits in the Strategy and Communications division, reporting into the Director of Strategy and Communications and working closely with the Tourism Affairs, Corporate Communications and Research teams. It also cooperates with the various England teams, including the England Director and Discover England Fund teams, to ensure it is aligned with all aspects of England activity.

<b>Main purpose of the role</b>
The role provides a strong voice for England, engaging with partners across the English regions, building support for the development of tourism and the England strategy. It works closely with the various Strategy and Communications and England teams, as well as engaging across all divisions of the organisation, to ensure stakeholders are kept informed on progress of Britain and England activity.

<b>Resource management and key relationships</b>	
<b>Staff managed<sup>1</sup></b>	n/a
<b>Budget managed</b>	Approximately £200,000
<b>Reports to<sup>2</sup></b>	Director of Strategy and Communications
<b>Key Relationships (and indication of level/nature of interactions)</b>	
Internal: Strat and Communications and England divisions (information sharing), External: DMOs and other key England stakeholders (support and advice)	

<b>Main Duties</b>	
<b>1</b>	Oversee the England stakeholder engagement strategy (incl. plan of speaking engagements at stakeholder events across the organisation and business planning with key DMOs)
<b>2</b>	Write presentations and speeches for DMO engagement events for VE Chairman, CEO and Strategy and Communications Director
<b>3</b>	Provide ongoing advice and support to DMOs through attendance of Core Cities and England's Historic Cities group and running the Coastal and Rural DMO groups
<b>4</b>	Provide ongoing advice and support to DCMS re engagement with DMOs
<b>5</b>	Oversee organisation of stakeholder events – Discover England Fund conference, English Destinations Forum, DMO lunches with Sally and smaller events as required
<b>6</b>	Lead on the review of English Tourism Week and implement decisions. Manage ETW, overseeing activity across VB/VE
<b>7</b>	Manage the North York Moors project
<b>8</b>	Liaise with other England stakeholders such as National Trust, Natural England, Local Government Association

<sup>1</sup> Please note VisitBritain reserves the right to increase or reduce the number of staff managed according to the needs of the organisation.

<sup>2</sup> Please note VisitBritain reserves the right to change the line of management according to the needs of the organisation.

<b>9</b>	Work as part of the Strategy and Communications and England teams, supporting the broader divisional objectives.
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<b>Person Specification</b>	
<b>Essential knowledge, skills and experience</b>	
	<b>Requirement</b>
<b>1</b>	Excellent knowledge of the English tourism landscape and its stakeholders
<b>2</b>	Broad understanding of VisitBritain/VisitEngland and its aims and objectives
<b>3</b>	Strategic thinker with the ability to see the bigger picture
<b>4</b>	Ability to build and maintain partnerships across a wide range of organisations and levels of seniority
<b>5</b>	Politically aware and sensitive to the broader political context within which VB/VE operate
<b>6</b>	Excellent verbal communication skills for chairing meetings, giving presentations and managing relationships face-to-face and at a distance
<b>Essential personal style and behaviours</b>	
	<b>Requirement</b>
<b>1</b>	Personable and approachable
<b>2</b>	Open-minded and 'can-do' attitude which encourages innovation, embraces change and displays resilience
<b>3</b>	Ability to work across teams and divisions