

JOB DESCRIPTION



JOB TITLE: Senior Tourism Affairs Executive

DIVISION: Strategy and Communications

DEPARTMENT: Tourism Affairs

REPORTS TO: Head of Tourism Affairs

JOB SUMMARY

To undertake research for the Head of Tourism Affairs to support VisitBritain/VisitEngland's statutory role to advise Government on tourism, particularly focused on areas that affect our international image and global competitiveness.

COMPETENCIES

SPECIFIC TO JOB	GENERIC
<ul style="list-style-type: none">• Degree level or equivalent• Knowledge of political/public affairs• Ability to identify impediments and constraints which affect the competitiveness of Great Britain as a destination• Ability to marshal arguments and write a short and compelling brief• Full understanding of the regulatory framework affecting private and public sector tourism organisations.• Ability to work to tight deadlines• Good team player, able to work with peers on joint objectives. Able to work with stakeholders to achieve consensus• Clear, concise thinker and writer• Enthusiastic and persuasive communicator and presenter with good PowerPoint skills	<ul style="list-style-type: none">• Building internal relationships: Excellent communicator; builds and maintains trust and effective working relationships across the organisation.• Shaping our future: Comfortable with ambiguity; ability to transform ideas and concepts into action and delivery.• Being VisitBritain/VisitEngland champion: First class advocacy skills; ability to act as an ambassador; credible with all levels of management,• Delivering success: Strong planning, and prioritising skills; energetic and committed relationship builder; political sensitivity.

KEY RESULT AREAS / ACCOUNTABILITIES

1 – 8 key objectives and targets	% Time / Importance
<p>1. BRIEFINGS</p> <ul style="list-style-type: none"> • To undertake research and draft briefings for the senior team and external audiences into areas of tourism affairs that affect Britain's image and global competitiveness. • To focus on the areas where intervention would deliver substantial benefits to the visitor economy. • Work with overseas offices to co-ordinate / draft briefings for senior staff and ministers on overseas visits. • Provide regular updates to ministers and key politicians on VisitBritain activity & inbound tourism performance. • Conduct research into key policy areas – e.g. reports on visa performance. • Remain abreast of developments in key policy areas through attending related conferences/forums, research. • Support drafting of the competitive assessments (editing etc.), as required • Work up position / options papers on Tourism Affairs policy areas, developing knowledge in areas where VB are less prominent, as required. 	40%
<p>2. TRADE</p> <ul style="list-style-type: none"> • To support the Head of Tourism Affairs in working with the Tourism Alliances of Britain, trade associations, strategic partners and the private sector to identify areas that impact on our global competitiveness and possible remedies • Attend more industry events in a tourism affairs/delegate capacity rather than support capacity. Build up profile and contacts within the industry. 	5%
<p>3. STAKEHOLDER GROUPS</p> <ul style="list-style-type: none"> • To support the organisation of and outcomes from groups led by VB such as The Welcome to Britain group • Lead on organisation of BTIG & Welcome to Britain Group. Including setting the agenda, minutes, drafting options papers, suggesting new members, setting up and running extranets for members. • Take a more front of house role, including presenting when appropriate. 	10%
<p>4. PARLIAMENTARY ENQUIRIES</p> <ul style="list-style-type: none"> • Act as a point of contact for all Parliamentary enquiries and correspondence, respond to PQs within deadlines and deal with internal and external enquiries relating to policy and government affairs. • Manage the organisation's response and written submission to select committees and other relevant enquiries, under the direction of the Head of Strategy. 	10%

<p>5. PARLIAMENTARY ENGAGEMENT</p> <ul style="list-style-type: none"> • To support the Head of Strategy in political engagement across Whitehall departments, and amongst Parliamentarians to ensure tourism is high on the agenda of policy makers. • Maintain an in-depth Whitehall & Westminster Engagement Strategy & Action Plan, and lead on its delivery under the direction of the Head of Strategy. 	<p>20%</p>
<p>6. ADMIN/OTHER</p> <ul style="list-style-type: none"> • To provide administrative support to the Director, Strategy and Communications as required. • Drafting speeches & presentations for senior VisitBritain staff (CEO, Chairman, Directors). • Provide support to other departments within the division – e.g. around HBM. • Manage the Tourism Affairs pages on the corporate website. • Raise POs for the Tourism Affairs Team. • Learn more about Tourism Affairs budget / training finance management • Attend an overseas mission and learn more about the work of VisitBritain's staff overseas. • Co-ordinate work around London + campaign 	<p>15%</p>