

Main Purpose of the Role

In 2010 Kingstonfirst took on the responsibility for delivering Tourism in Kingston.

Duties include developing and implementing a Tourism Strategy and Action Plan designed to maximize the benefit of Tourism for businesses in the Kingstonfirst BID and surrounding area and growing the provision of Information for Tourists in Kingston, including the Tourist Information Centre. Ultimately the Tourism Executive's role is to bring More Customers to Kingston and help ensure they have a Better Experience whilst they are here.

The Tourism Executive reports directly to the Chief Executive and is responsible for line managing the Tourist Information Centre Manager; and works closely with the all key stakeholders in the town including businesses, council, police, residents and visitors. The Tourism Executive will also form part of the Town Centre duty management team, including providing weekend cover on a rota basis.

Main Duties of the Role

Strategic Development and Delivery

- Develop and deliver a Tourism Strategy and associated Operational Plan
- Identify, prepare and submit applications for funding from potential income sources

Relationship Building

- Identify, build and manage relationships with a range of stakeholders, including local, regional and national Tourism businesses, BID businesses, Tourism bodies throughout the UK, relevant community groups, the media and suppliers
- Management of Tourism contact database
- Identify partner opportunities to promote Kingston and Kingstonfirst to a wider audience
- Work closely with Marketing and Events Executives to achieve the company aims of delivering More Customers for Kingston's businesses and a Better Experience for those customers.

Tourism Related Promotional Activity

- In conjunction with Kingstonfirst colleagues develop and deliver a communications plan to promote Tourism to the Kingston area
- Identify and deliver new opportunities to promote Kingston to a wider Tourism related market

- Co-ordinating the development and maintenance of Tourism content for use on the Kingstonfirst website, other relevant sites and related e-Tourism platforms
- Develop Tourism related promotional and informational materials, in line with the Kingstonfirst brand
- Writing and distributing Tourism related press releases

Tourism Membership Organisation

- Establish a Tourism Membership Organisation for Kingston and surrounding areas
- Support the local Tourism industry through providing promotional opportunities

Tourist Information Centre

- Line manage the Tourist Information Centre Manager
- In conjunction with the TIC Manager and Kingstonfirst colleagues, develop and deliver a Visitor Information plan and enhance the services of the TIC
- Identify sustainable funding streams for the Centre

Other

- Monitor and evaluate the outcomes of all activities
- Duty Management role on an agreed rota basis, and support to Town Centre event delivery
- Carry out any other duties considered appropriate and consistent with this job description, job title and grade of post

Requirements of the Role

- Full time contract linked to the lifetime of the Kingstonfirst Business Improvement District (currently until December 31st 2014)
- 40 hours per week, on a 7 day rota
- Will include some evening working

Key Skills and Experience

	Essential	Desirable
5 years experience in a similar role	✓	
Educated to degree level in a relevant field	✓	
Knowledge of Kingston		✓
Line management experience	✓	
Able to work a 7 day rota	✓	
Excellent people skills	✓	
Good skills in Microsoft Office packages	✓	
PR skills	✓	
Marketing experience	✓	
Creative	✓	
Experience of managing the design process	✓	
UK driving license or willingness to travel	✓	
Graphic design experience		✓
Proficient in the use of Adobe In Design		✓