



## HERTFORD TOWN COUNCIL

### **HERTFORD TOWN AND TOURISM DEVELOPMENT MANAGER**

- Salary Grade:** Scale Point 20 - 28  
£30,296 - £36,648 + Outer London Weighting  
Plus 5% loyalty bonus after three years' service
- Hours/Location:** 37 hours per week based at Hertford Town and Tourist Information Centre  
  
Tuesday – Friday 9am – 5pm  
Saturday – 9.30am – 5pm  
  
There is a requirement to work occasional evenings when meetings take place for which Time off in Lieu will be issued.
- Starting Date:** ASAP
- Duration:** Fixed Term – 2 years – with possibility of extension
- Responsible to:** The Town, Tourism and Projects Manager
- Manages:** Town and Tourist Information Centre Officer
- Key working relationships:** Town, Tourism & Projects Manager  
Events Co-ordinator  
Communications, Engagement & Marketing Manager  
Town and Tourist Information Centre Officer  
The Town Clerk  
Development and Leisure Chairman  
Development and Leisure Committee Members  
Hertford Town Council Officers  
Volunteers  
Visitors  
General Public  
Suppliers  
Friends of Hertford Castle  
Third party service providers  
Local Media

#### **1. JOB PURPOSE**

- a) To manage the daily running of the Town & Tourist Information Centre (T&TIC) including the supervision of staff, to be responsible for retail provision including sourcing, negotiating, ordering and inventory of stock. Some printed ticket sales, volunteer recruitment, supporting Hertford Town Council initiatives (examples being, Winning Windows, the Annual Calendar Competition, Herts Big Weekend)
- b) To develop and facilitate growth in the tourism sector in Hertford through the implementation of the Hertford Town Council Sustainable Tourism Strategy.
- c) To work with Hertfordshire and nationwide Tourism partners to build on existing initiatives to encourage footfall within the county town attracting locals, visitors and tourists.

- d) Develop visitor information and packages to support visitors and improve the range of experiences available to attract new markets.
- e) To work closely with partners delivering tourism related initiatives and strategy within the county.
- f) The production of reports and statistics.
- g) To manage and maintain the council's visitor website [www.gohertford.co.uk](http://www.gohertford.co.uk) and proactively promote tourism related activities and the TTIC on the Council's website and social media accounts.
- h) To take a lead on promoting town centre activities and non-council upcoming events to raise the profile of Hertford as the County Town.
- i) To organise plan and implement various events to increase footfall within the town centre and support local organisations. Events include guided walks, and Volunteer Fairs.
- j) To assist with the collation of materials for Monthly Councillor Surgeries and ensure stock maintenance of corporate communications items in partnership with the Communications function at the Council

## **2. KEY FUNCTIONS**

- a) Be responsible to The Town, Tourism & Projects Manager:

### **SUMMARY OF MAIN DUTIES AND RESPONSIBILITIES**

- a) To work with partners to facilitate growth in the tourism sector – increasing visitor numbers and tourism income in Hertford
- b) Working with the private sector, public sector and community partners to develop new products, activities and attractions in Hertford to increase visitor numbers
- c) To build on existing initiatives and campaigns to attract more visitors to Hertford
- d) Work with the private sector and attractions to develop visitor packages to support visitor access and improve the range of visitor experiences to attract new markets
- e) Effectively manage and work in the T&TIC to provide a vibrant central hub for information, events promotion, ticket sales and promote Hertford as a visitor destination. This includes the opening and locking up of the TTIC premises
- f) Oversee and supervise T&TIC staff roles including organising training, appraisals, assisting with recruitment, organising staff rotas and necessary cover for staff holiday during peak periods
- g) Identify areas for improvement and additional service offerings for the existing T&TIC
- h) Manage budgets relating to the T&TIC in conjunction with the Town, Tourism & Projects Manager and the Finance and Administration Manager
- i) Convey strong B2C and B2B customer service skills by having the ability to gain an immediate rapport with both visitors, local & national companies, and traders
- j) Supervise the maintenance of the information and souvenir displays within the T&TIC, and throughout the town in Town Council noticeboards
- k) Open and close the pedestrian gates on Maidenhead Street daily
- l) Assist in the organisation of the T&TIC presence at shows, events, exhibitions or functions if relevant
- m) Work with the Town, Tourism & Projects Manager in support of town centre initiatives and take ownership of the [www.gohertford.co.uk](http://www.gohertford.co.uk) website, including day to day website maintenance, working closely with the website developers to improve the navigation of the existing site and add additional pages
- n) To create and distribute a high quality weekly e-newsletter and work in partnership with the Communications function at the Council to promote news and events online and across social media. To regularly assess the T&TIC outreach.
- o) To organise events to support the town and tourism sector within Hertford
- p) To assist the Council to identify long and short-term objectives for tourism development in the town – working with and alongside existing/new strategies and workstreams to this effect.
- q) Undertake other duties as requested by the Town, Tourism & Projects Manager

## **3. KEY ACCOUNTABILITIES**

**To work with Officers to:**

- a) Drive a culture of continuous improvement and innovation
- b) Operate as a positive role model to inspire all employees to promote the Council and present a favourable image to the community
- c) Embrace the performance management culture within the Council, driving the continuous improvement of services towards becoming a nationally recognised leading local council
- d) Promote a positive and constructive relationship between Councillors, Officers and the community

**Valuing Diversity**

- a) Ensure that all service delivery is customer focussed and delivered within a framework that recognises and respects the diverse nature of the community, with an emphasis on inclusion and access
- b) Be aware of the work the Council is doing in changing its eco credentials and how this affects the projects and services the Council is delivering
- c) Operate within the Civility & Respect pledge that Hertford Town Council has signed up to