

## Person Specification

### Job Title – Town and Tourism Development Manager

	<b>Essential Criteria</b>	<b>Desirable Criteria</b>	<b>Assessment Method A (Application) I (Interview)</b>
<b>KNOWLEDGE</b> a) Education b) Training c) Experience	Educated to A Level or equivalent  Managerial experience  Understanding and experience of marketing.  Background in working within the Tourism Sector	Degree or equivalent, professional qualification  Management qualifications  Appropriate professional qualification, experience or membership of appropriate professional association  Tourism Qualifications and Training  Events qualifications	A & I
<b>SKILLS AND ABILITIES</b> a) Mental skills b) Interpersonal skills c) Physical skills	Highly developed communication skills, both written and verbal, with the ability to interact in a professional manner with a wide range of people.  Self-motivated and able to motivate others.	Experiencing of influencing, negotiating and encouraging others to adopt a particular course of action.  Creative – challenging self, processes and to question existing way of working.  Experience within job description subject areas	A & I

	<p>Ability to problem solve and deal with crisis management.</p> <p>Ability to lead a team and delegate when required.</p> <p>Excellent IT skills (Managing websites, Microsoft Word, Excel, Publisher and Powerpoint)</p> <p>Creative skills including ability to design artwork to promote events including posters, banners and social media ads</p> <p>Ability to develop policies in collaboration with other areas of work within the Town Council.</p> <p>Excellent administration skills and budget keeping.</p> <p>High level of attention to detail.</p> <p>Ability to build effective relationships with Councillors, Senior Managers, Strategic Partners and the local community. Proactive and assertive.</p>		
<p><b>DEMANDS</b></p> <p>a) Initiative and independence</p> <p>b) Physical Demands</p>	<p>Ability to manage a small team and lead by example</p> <p>Ability to take accountability for areas managed</p>	<p>Experience within job description subject areas</p>	<p>I &amp; A</p>

c) Mental Demands d) Emotional Demands	To work independently with limited supervision, using discretion and initiative in all areas and managing time and workload effectively.  Adaptable to changing priorities whilst working within tight deadlines and managing conflicting demands and deadlines.		
<b>RESPONSIBILITIES</b> a) People b) Direction and coordinating employees c) Financial resources	Managerial experience Working with the public Managing contractors Ability to manage budgets with previous experience and responsibility.		I & A
<b>WORKING CONDITIONS</b>	Capacity to work outside of normal office hours, including evening and weekends		I
<b>OTHER ATTRIBUTES</b>	To demonstrate knowledge and understanding of equality and diversity and to apply it to your role	Knowledge of General Data Protection Regulations	I