Job Description & Person Specification

Job Title:	Business, Events and Tourism Officer	Job Reference:	
Location:	Romsey	Grade:	30 - 32
Reports to:	Chief Officer – Romsey Town Council		
Date:	23rd March 2022		

Our Values: We expect all of our employees to live by and demonstrate the Council's five key values of:

Accountability, Ambition, Empowerment, Integrity, Inclusiveness.

Main job purpose

To undertake a range of Town Centre management and tourism promotion duties in Romsey with the aim of increasing vitality and visitor numbers through:-

- Improving the performance of the businesses located in the town
- Work with partners to create a town centre where shopping, working, living and doing business are positive experiences.
- Market and promote the town as a retail, business and leisure centre to attract tourists and visitors.

Main responsibilities and duties

- Maintain and develop strong working relationships with partners through Romsey Future and wider stakeholders, businesses, community organisations and the public to create a town where shopping, working, living and doing business are positive experiences.
- Collaborate with others to sustain and promote activities, events and initiatives which improve the attractiveness, visitor and shopper experience across the town.
- Work with partners on town centre regeneration, physical environment enhancements and other such environmental improvements.
- Be the principle point of contact for routine town centre related matters and their resolution; including with the public, retailers, the business community and other

organisations operating within the town centre

- Gather and maintain and report up-to-date information / intelligence on the health of the town centre e.g. footfall, dwell-time, turnover, vacancy and conversion rates
- Identify funding opportunities and develop proposals and bids to secure appropriate resources
- Maintain an awareness of developments within the national high street community, tourism sector and town centre regeneration initiatives at a national and local level.
- To promote and provide support throughout the town
- To ensure that service delivery complies with current regulations, accepted professional standards, the Council's policies and procedures and appropriate legislation. This includes legislation on equalities, health and safety and safeguarding children and vulnerable adults.

Supervision and management

There is administration support provided by the Administration Officer. You will be expected to liaise with other RTC staff and councillors to effectively fulfil your role. Provide management and co-ordination of events with outside stake holders.

Resources

Small budget control.

Contacts and relationships

The postholder has a public facing role, with the postholder coming into contact with the community.

Working environment

- This is both an office and outdoor role.
- Contact with the public with the possible risk of challenge or abusive behaviour.
- The post will require walking and standing, throughout the

  day.

CRITERIA Everything included in this section needs to be able to be objectively measured in one of the following ways: application form, certificates, testing, interview or references.	**ESSENTIAL** **DESIRABLE**
Educational and professional qualifications	
Degree level or equivalent.	DESIRABLE
Knowledge	
Business liaison, event management and tourism.	
Experience	
Demonstrate business liaison, event management and tourism development.	
Key skills	
Ability to work collaboratively with partner organisations and develop positive relationships with wider key partners and stakeholders, especially residents and local businesses	
Personal qualities and behaviours	
To be a strong Team Player with the ability to communicate with all levels of Council, Staff and the Public.	
Other Factors	
Evening and weekend working required Must be able to travel to Hampshire wide locations and occasionally to further locations some of which may not be easily accessible by public transport	
Corporate Responsibilities	
All employees are required to adhere to corporate policies, procedures and codes of conduct; full details can be found on the intranet or from your line manager. Particular aspects include: **Health and Safety -** Every employee while at work has a duty to take reasonable care for the health and safety of himself/herself and of other persons who may be affected by his/her acts or omissions at work - Health and Safety at Work Act 1974. All employees are required to adhere to the Council's corporate policy, procedures associated with their duties and to undertake tasks/training in that context, as required. **Safeguarding -** This Council is committed to safeguarding and promoting the welfare of children and young people and vulnerable adults and expects all employees and volunteers to share this commitment, and to adhere to the Council's Safeguarding Policy.	

Equalities – This Council is committed to providing equal opportunities for all. We believe that employing people from different backgrounds with a range of perspectives and experiences helps us to deliver high quality services to all our residents. We employ people based on their abilities and potential, regardless of any protected characteristics.

Social Media - Employees are required to adhere to social media corporate policies and to undertake tasks/training in that context as required. Employees must not bring the Council into disrepute through their use of social media either personally or on behalf of the Council.

Financial – Employees are required to adhere to the Council's financial regulations and to undertake tasks/training in that context, as required.

Risk Management - Employees are required to adhere to the Council's risk management strategy and to undertake tasks/training in that context, as required.

Data Protection and Data Security - We hold and process information about our customers and as such we are legally obliged to protect that information.
Data protection is important for the Council, and employees are required to understand and adhere to relevant policies and procedures.