

Medway Council Job Profile

Job Description

Job title	Visitor Economy Manager
Directorate	Place
Division	Culture & Community
Reports to	Head of Culture & Heritage

Main purpose of the job:

The Visitor Economy Manager will provide strategic, commercial and system leadership for the development, coordination and delivery of Medway's visitor economy, ensuring it makes a significant, measurable and sustainable contribution to economic growth, place reputation, community pride and inclusive prosperity. The role will lead the development, implementation and ongoing management of Medway's Destination Management Plan, ensuring it is evidence led, commercially robust and aligned with wider regeneration, cultural, heritage, skills and economic growth priorities.

The post holder will establish and lead an effective, partnership-led governance and delivery model that enables shared ownership, accountability and coordinated action across the public, private and voluntary sectors, influencing organisations and stakeholders that the Council does not directly control. The role will act as a senior advocate for Medway's visitor economy, championing business needs, workforce development, visitor experience quality and accessibility, while supporting innovation, resilience and long-term sustainability across the sector.

The Visitor Economy Manager will provide clear commercial and financial leadership, supporting the development of sustainable funding and income models, demonstrating value for money and return on investment, and ensuring visitor economy investment delivers tangible economic, social and environmental benefit. The role will lead the use of insight, research and performance data to inform strategic decisions, policy development, investment choices and continuous improvement.

The post holder will represent Medway at local, regional and national levels, working with partners, funders, industry bodies and elected Members to strengthen Medway's profile, influence policy and secure resources. They will play a key role in shaping a resilient, inclusive and environmentally responsible visitor economy that enhances Medway as a place to live, work, invest and visit, while embedding the Council's values, behaviours and the ambitions of the One Medway Council Plan.

Accountabilities and outcomes:

- Provide strategic leadership for Medway's visitor economy, ensuring a coherent, evidence led approach that delivers inclusive, sustainable growth and contributes to economic development, place reputation, community pride and wellbeing.
- Lead the development, delivery and ongoing review of Medway's Destination Management Plan, ensuring it is commercially robust, aligned with wider regeneration, culture, heritage, skills and economic strategies, and responsive to changing market conditions and visitor behaviour.

- Design, establish and lead an effective partnership-led governance and delivery model for the visitor economy, defining clear roles, decision-making processes, performance reporting and accountability across public, private and voluntary sector partners.
- Provide commercial and financial leadership for the visitor economy, including ownership and oversight of relevant budgets and income streams, development of sustainable funding and commercial models, and ensuring value for money and demonstrable return on investment from programmes, campaigns and interventions.
- Lead and manage the visitor economy partnership, building strong, productive relationships with businesses, attractions, cultural organisations, investors and sector bodies, ensuring shared ownership, active contribution and alignment around agreed priorities.
- Act as a senior advocate for visitor economy businesses, leading strategic engagement and support to address sector challenges such as resilience, skills shortages, seasonality, innovation, cost pressures and long-term sustainability, and connecting the sector to wider Council and partner support mechanisms.
- Lead strategic engagement on skills, workforce and talent development, working with employers, education providers and partners to support workforce pipelines, skills development and career pathways, and promote Medway as a place to work, grow talent and invest as well as visit.
- Champion high quality, inclusive and accessible visitor experiences, using visitor insight, feedback and performance data to improve standards, service quality and end-to-end visitor journeys across the destination.
- Lead the use of insight, research and performance monitoring for the visitor economy, ensuring robust data collection and analysis informs strategy, investment decisions, governance discussions, reporting and continuous improvement.
- Work in partnership with internal teams, developers, investors and infrastructure providers to shape and support the development of physical and digital visitor economy infrastructure, including signage, accommodation, transport and public realm, in line with the Destination Management Plan.
- Oversee, in partnership with the Communications Team, the strategic development and quality of Visit Medway digital platforms and marketing activity, ensuring activity is insight led, coherent, high quality and delivers agreed visitor economy outcomes.
- Represent Medway at local, regional and national levels, including within visitor economy frameworks, partnerships, trade events and exhibitions, influencing policy, strengthening Medway's profile and securing funding, investment and partnership opportunities.

- Provide professional advice, briefings and support to elected Members and senior officers on visitor economy performance, priorities, risks and opportunities, supporting effective political engagement in a high-profile policy area.
- Lead system-wide change across complex partnerships and organisations, influencing without direct control, balancing competing priorities and limited resources, and driving alignment behind shared ambition and outcomes.
- Lead strategic planning for the long-term resilience and sustainability of Medway's visitor economy, ensuring environmental responsibility, sustainable growth and lasting benefit for communities and businesses.

Key Corporate Accountabilities:

- Work with colleagues to achieve service plan objectives and targets.
- Understand and keep up to date with GDPR responsibilities.
- Safeguard the health and well-being of children and vulnerable adults.
- Act as a corporate parent for care-experienced children.
- Participate in Performance Appraisal and development processes.
- Work in accordance with Equality Act 2010 and Public Sector Equality Duty.
- Ensure compliance with Health and Safety regulations.
- Understand Section 17 Crime and Disorder Act duties.
- Support Medway Carbon Neutral by 2050 commitment.
- Be prepared to support civil contingency duties.

Organisation:

This role reports to the Head of Culture & Heritage.

The post holder will have line management responsibility.

The post holder will liaise with a wide range of internal and external stakeholders.

Working Style:

HYBRID - a flexible working arrangement whereby an employee can undertake their work either in the office and/or partially from home on a temporary or permanent basis.

Person Specification

Qualifications

Level A

- Degree or equivalent professional experience in visitor economy, destination management, placemaking, regeneration, economic development, cultural leadership or a closely related field.

Level B:

Continued professional development in areas such as destination management, partnership working, programme management, placemaking, data and insight, commercial models or change management.

Level C:

- Specialist training or accreditation in areas such as sustainable tourism, accessibility and inclusion, commercial destination models, place branding, or partnership governance.
- Leadership or management qualification, or equivalent senior leadership experience.

Knowledge

Level A

- Awareness of the One Medway Council Plan and the council's values and behaviours.
- Knowledge of legislation, policies and procedures relating to GDPR and data protection, equalities, safeguarding and health and safety.
- Excellent knowledge of management processes and systems including health and safety and safeguarding.
- Good knowledge of implementing projects and programmes on time and within budget.
- Strong understanding of the value and use of new technologies in improving services and modernising working processes.
- Excellent understanding of customer service and its application within the visitor economy and tourism sector.
- Good understanding of public sector financial and procurement principles.
- Understanding of the local, regional and national visitor economy, including industry bodies, trade organisations and networks.
- Good knowledge of the development and delivery of Destination Management Plans.
- Good knowledge of the design and management of partnership-led governance models.
- Strong understanding of destination management principles and the role of culture, heritage and place in driving economic growth.
- Understanding of visitor economy data collection and performance monitoring methodologies and how insight can be used in marketing, strategy and product design.

Level B

- Understanding of the One Medway Council Plan and relevant service plans, and how this role contributes to delivering agreed outcomes.
- Knowledge of accurately monitoring finances to avoid wastage and remain within agreed budgets.
- Excellent knowledge of project and programme management techniques.
- Strong practical and procedural knowledge of health and safety and safeguarding legislation.

- Understanding of different approaches to improving efficiency and effectiveness across services and partnerships.
- Knowledge of using insight, performance data and evaluation to support strategic decision making.

Level C

- Strong knowledge and understanding of council budgetary systems and financial governance, including identifying opportunities to improve working practices and achieve efficiencies.
- Good knowledge of analysing and interpreting complex technical, procedural or specialist information and producing clear reports and correspondence using digital tools.
- Excellent understanding of the tourism and visitor economy sector, including how to maximise local, regional and national opportunities.
- Knowledge of funding processes including bidding for, securing and managing funding from local, regional and national sources.
- Knowledge of commercial models, funding mechanisms and the impacts of structural and market change on destinations.
- Understanding of system-wide leadership and change management across organisations and partnerships without direct control.

Experience

Level A

- Experience working within the visitor economy, tourism, destination management, place marketing or a closely related field.
- Experience of successfully managing and working with complex partner and stakeholder relationships.
- Strong experience of developing and delivering programmes and projects to time and budget.
- Experience of negotiation and financial agreements with external suppliers and contractors.
- Experience of supervising and coordinating employees or teams.
- Experience of working in a customer-focused organisation with a strong emphasis on customer service.
- Experience of partnership working with a wide range of stakeholders and sectors.
- Experience of dealing with suppliers and contractors.
- Experience of managing software licences and using digital tools to support delivery.

Level B

- Experience of developing or delivering Destination Management Plans, strategies or place-based programmes in a multi-stakeholder environment.

- Experience of developing and delivering programmes or initiatives to increase participation, engagement or usage.
- Experience of maximising assets or programmes to achieve challenging income targets.
- Experience of handling and resolving complex complaints and applying appropriate remedies.
- Significant working knowledge of relevant legislation and regulatory frameworks.
- Proven experience of building productive working relationships with customers, colleagues, partners and staff groups, engaging others in a credible and persuasive manner.
- Strong experience of managing pressure and complex situations and identifying personal development needs.
- Substantial experience of supervising, coordinating or training employees, including performance management responsibilities.

Level C

- Experience of designing, establishing or leading partnership-led governance structures and managing system or organisational change across multiple partners or geographies.
- Strong experience and vision to develop and maintain high quality, relevant services that meet the needs of existing and potential users.
- Experience of analysing complex qualitative and quantitative information and developing medium- and long-term strategies and solutions.
- Proven experience of successfully managing and working with partners and stakeholders to maximise opportunities for shared ambition and inward investment.
- Experience of communicating corporate messages effectively, ensuring teams understand how their role contributes to council objectives and values.
- Experience of representing an organisation at senior level with external partners, funders, investors or elected Members.

Skills

Level A

- Excellent communication, stakeholder engagement and relationship management skills, representing the organisation professionally and credibly.
- Good interpersonal, communication and customer care skills.
- Excellent organisational skills with high levels of accuracy and attention to detail.
- Ability to apply theoretical, practical and procedural knowledge across a specialist area.
- Good time management skills to manage a busy diary and competing workload.
- Ability to identify and address complex problems with innovative and practical solutions.
- Ability to work effectively with specialists and partners to deliver pragmatic, fit-for-purpose solutions within agreed timescales.
- Ability to gain trust and buy-in from senior staff at all levels.
- Empathy with both management and end users.

- Excellent negotiation skills with a wide range of partners and stakeholders.
- Ability to use Microsoft Word, Excel, Teams, Outlook and PowerPoint to a good standard.
- Ability to manage high levels of work-related pressure arising from deadlines, interruptions and conflicting demands.
- Contribution to Medway's wider cultural and heritage offer and the development of council and partner strategies.
- Encouragement of staff ideas and continuous improvement.

Level B

- Strong strategic planning, programme management, data literacy and digital capability, translating insight into action.
- Detailed knowledge of the department and wider organisational context, including working effectively with Members.
- Ability to adapt language, style and communication methods to suit audience and purpose.
- Strong experience of delivering effective marketing and promotional campaigns that grow audiences, income and reputation.
- Proactive approach to identifying and delivering efficiency and service improvements.

Level C

- Advanced influencing, negotiation, leadership and financial awareness skills, including partnership and line management.
- Ability to interpret vision and translate it into practical, achievable delivery plans.
- Ability to set direction for and develop high-performing teams across multiple activities or locations.
- Demonstrated leadership with partners and stakeholders to maximise opportunity and impact.
- Ability to role-model equality, inclusion and diversity in leadership and service delivery.
- Highly developed interpersonal and communication skills.
- Ability to resolve difficult, complex and sometimes confrontational situations without recourse to more senior officers.
- Ability to establish and sustain effective internal and external partnerships to increase income, funding and investment.