

JOB DESCRIPTION

JOB TITLE:	Cultural and Visitor Economy Lead
MANAGED BY:	Head of Cultural and Creative Economy
GRADE:	12

THE ROLE

The West of England Combined Authority is seeking to appoint a Cultural and Visitor Economy Lead to join the Economy and Skills Directorate.

This role is for an experienced, strategic individual to lead the development and growth of the Cultural and Visitor Economy in the region, its businesses, and communities. Somebody who can work corporately to identify the complex synergies/opportunities across the Combined Authority's teams and across regional stakeholders under the umbrella of the emerging Local Growth Plan, our West of England Strategic Framework and the West of England Cultural Plan. Someone to inspire, drive and support a cross cutting work programme for the benefit of the region, and to identify funding opportunities and mechanisms for delivery.

Based in the Cultural and Creative Economy Service Team, the post holder will be the Combined Authority's lead on the Cultural and Visitor Economy for the region, reporting to and working closely with the Head of Cultural and Creative Economy. They will be collaborating closely across teams within the Combined Authority as well as with the region's universities and major external stakeholders, to realise the Combined Authority's role in supporting the region's globally significant Cultural and Visitor Economy across the West of England, the UK and internationally as envisaged in the regional Cultural Plan. As such, they will play an important role in helping shape strategic direction of the growth of the Cultural and Visitor Economy.

This will include the post holder to:

- Lead and shape Cultural and Visitor Economy policy and strategic activities across the work of the Authority and the region, working with the Head of Cultural and Creative Economy, connecting the different teams and directorates fully to contribute to a cohesive, focussed and identifiable Combined Authority programme.
- Design, develop and deliver projects and programmes that support the growth of the Cultural and Visitor Economy across the region.
- Identify, develop and shape significant opportunities to increase investment in the region's Cultural Sector and Visitor Economy.
- Provide expertise, input and guidance across the Combined Authority in respect of regional and national Cultural and Visitor Economy themes and developments (for

example for purposes of project design, bid writing or presentations) and proactively lead on proposals and responses to national consultations and funding competitions.

- Target new funding opportunities to ensure that the region has enough resource to fully realise the short, medium, and long-term actions set out in the Cultural Plan.

KEY RESPONSIBILITIES

- Design, develop and deliver projects and programmes that support the growth of the Cultural and Visitor Economy across the region including managing our regional transformation programme Culture West and day to day support for our local visitor economy partner Visit West.
- Develop and deliver a comprehensive strategic implementation plan for the Cultural and Visitor Economy to ensure the objectives and actions of the Cultural Plan are fully met.
- Work with colleagues in the Combined Authority's Policy, Infrastructure and Environment Directorate to appraise existing and new policy and funding opportunities, research and intelligence, relevant to the Cultural and Visitor Economy to inform planning.
- Manage the production and delivery of multiple business cases and funding bids to draw down funding through the Combined Authority's governance, Central Government, and other third-party funders.
- Commission, procure and manage technical resources through internal stakeholders and private sector partners, required for the delivery of projects.
- Build strategic relationships with the Unitary Authority cultural and creative leads, co-producing projects and programmes against the backdrop of the Cultural Plan and reporting regularly to the cross-authority Business and Skills Directors Group.
- Lead meetings and prepare and deliver key reports/presentations for senior colleagues and stakeholders, including senior Combined Authority management, the Metro Mayor, Unitary Authorities, Universities and the Business and Skills Board, to build political support and consensus.
- Advocate and influence around Cultural and Visitor Economy at senior level of the Combined Authority providing specific sectoral expertise.
- Build strong relationships with regional, national and international stakeholders in the Cultural and Visitor Economy.
- Drive or lead on collaborations or partnerships with Government departments, businesses, regulators and organisations, maximising opportunities for support, funding and investment where available.
- Line manage staff to ensure good performance and professional development needs are met.
- As an active member of the Economy and Skills Directorate Managers Forum, you will also be responsible for managing and reporting on delivery against the Combined Authority's Business Plan, including monitoring of relevant budgets, sharing best practice and collaborating across teams.
- Support and deputise for the Head of Service and on occasions the Strategic

- Director of Economy and Skills, in internal and external meetings and events.
- Support the Head of Cultural and Creative Economy in the delivery of their responsibilities, including programme management, internal reporting, quality assurance, monitoring and evaluation and line management and recruitment.

PERSON SPECIFICATION

ESSENTIAL (MUST HAVE)

Qualifications and Knowledge

- Educated to degree level in relevant subject or have the relevant experience in an economic development role, with a focus on supporting Cultural and Visitor Economy.
- Excellent knowledge of the Cultural and Visitor Economy, national and regional landscape.
- Knowledge and understanding of economic development and central and devolved government's role in encouraging and supporting business growth.
- Extensive experience of turning strategic plans into delivery.
- Knowledge of project management methodologies.

Experience

Proven track record regarding:

- Considerable experience of working directly in or with the Cultural Sector and Visitor Economy.
- Demonstrable experience of leading the planning and delivery of strategic programmes of work including those of significant size and value, ideally from start to end, including risk management, governance and monitoring of performance through reporting and evaluation.
- Successful delivery of strategic projects in a large and complex organisation and landscape.
- Managing delivery partnerships involving a range of stakeholders.
- Commissioning delivery, preferably in a business support or related context, through procurement or grant processes.
- Effective resource management including setting up and managing budgets and resources.
- Demonstrable experience of external fundraising through bid writing and private sector partnerships.
- Advocating and influencing to senior levels.
- Experience of drawing together, leading and motivating cross-organisational project teams to achieve shared success.
- Experience of working in a political environment, including with senior local

authority members, and officers.

- Collating, preparing and presenting complex information to a range of key stakeholders to secure buy-in and engagement including presenting recommendations at Senior / Board level, driving consensus from a broad range of opinions.
- Proven ability to develop and maintain effective partnerships, including with senior internal and external stakeholders such as the private sector and other public authorities.
- Experience of line management, providing a clear direction, coaching / mentoring and feedback.

Skills and Competencies

- Highly developed skills in partnership working at strategic levels and ability to deal professionally with a range of often conflicting views, working collaboratively to agree priorities and achieve shared outcomes.
- Ability to communicate effectively with elected members, colleagues at all levels and with businesses.
- Ability to give advice and, when necessary, negotiate assertively but with tact and diplomacy.
- Excellent written and oral communication skills with ability to create reports and presentations to a high standard.
- Advanced programme management skills and techniques with good organisation skills and ability to promote an organised working environment.
- Understanding of programme financial management including planning, forecasting and monitoring and commercial awareness.
- Understanding of public sector organisational structures and culture.
- Ability to translate national policy frameworks into local and regional strategic priorities.
- Leadership skills and can operate with minimal direction.
- Strong interpersonal skills and thrives in a demanding environment.
- Working to tight deadlines, whilst managing and solving a wide range of risks and issues.
- Holds oneself and others to account for delivery.