**NewcastleGateshead Initiative**

**Job Description**

**Contract:** Fixed term to March 25  
**Job title:** Visitor Economy Development Manager   
**Reports to:** Head of Visitor Economy Development

**Job purpose:** To lead on a range of funded projects supporting the development of the visitor economy

## **Principal duties and responsibilities:**

The following list is typical of the level of duties which the post holder will be expected to perform. It is not necessarily exhaustive and other duties of a similar type and level will be required from time to time.

* Project management of funded projects through the Destination Development Partnership pilot related to the development of new experiences and accessibility
* Support Head of Visitor Economy Development in identifying additional funding opportunities
* Working with Insights team to use evidence to inform product development
* Lead on activity to encourage businesses to create bookable product through TXGB
* Support businesses in developing innovative product
* Supporting businesses with award entries and showcasing best practice in region
* Horizon scanning for international best practice
* Management of consultants procured to deliver projects related to the North East Destination Development Partnership Pilot
* Management of budgets related to Visitor Economy Development projects
* Liaison with DDP partners to support business engagement across DDP geography
* Ensure robust reporting and monitoring of projects related to the DDP

Wider responsibilities

* Be an ambassador for Newcastle and Gateshead and a guardian of the NGI brand.
* Undertake any other duties that may be required to ensure the smooth running of the wider organisation.

**NEWCASTLEGATESHEAD INITIATIVE**

**ROLE SPECIFICATION**

**JOB TITLE:**  Visitor Economy Development Manager

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| **CATEGORY** | **ESSENTIAL** | **DESIRABLE** |
| **1. SKILLS, KNOWLEDGE, AND APTITUDES** | * Excellent knowledge of the tourism landscape * Excellent communication and interpersonal skills * Ability to build and develop relationships * Organised and excellent time manager. * Strong administrative skills and PC literate. * Strong presentation skills. * Driven to learn * Persuasive nature – ability to bring other on the journey |  |
| **2.  QUALIFICATIONS AND TRAINING** | * Graduate or equivalent. |  |
| **3. EXPERIENCE** | * Experience of managing projects to tight deadlines and financial target * Line management experience * Budget management experience * Experience of product development | * Experience of accessibility |
| **4. DISPOSITION** | * Ability to work with stakeholders at all levels * Able to handle heavy workload to tight deadlines * Flexible in approach. |  |

**About NewcastleGateshead Initiative (NGI)**

NGI is a destination and inward investment agency that delivers for Newcastle,

Gateshead, and the wider region. Our vision is to create an internationally recognised destination – a great city to enjoy, visit, live and invest. We work collaboratively and act as a bridge between our public sector partners – In particular, Newcastle City Council, Gateshead Council, North of Tyne Combined Authority, the UK government – and our private sector partners to maximise our impact and to promote the distinctiveness of our region, its culture, and its people to create an authentic voice that makes us stand out from the crowd and contributes to the Levelling Up Agenda. We champion our offer on a world stage, marketing our key growth sectors and destination.

We use our research expertise to harness innovation, attract investment and develop our

city – ultimately, we create jobs. As a social enterprise, every single one of our projects is

dedicated to making lasting social and economic impact. We exist to benefit the people of

NewcastleGateshead and the wider region, leaving a legacy and meeting the needs of future

generations.

Our activity is underpinned by strong operations:

• Robust intelligence & impact measurement

• Collaboration, communication & strong partnership

• Great people & agile processes creating financial and operational sustainability

**Our values**

* Inspiring
* Inclusive
* Sustainable
* Authentic
* Impactful
* Ambitious

**What can NewcastleGateshead Initiative offer you?**

Generous annual leave entitlement (25 days, plus bank holidays, increasing to 27 after 2 years’ service)

Enhanced occupational sick pay

Death in service benefit

Eyecare vouchers

Fantastic learning and development opportunities

CIPR (Chartered Institute of Public Relations) membership and ongoing CPD (Continuing Professional Development) training

Flexible working

Employee Assist Programme

City Centre Location