



## Job Outline

### Adults, Health and Customer Services

Job Title	Destination Group Manager	Post Number	
Responsible to	Head of Culture and Customer Services	ERYC Grade	16
Overall Purpose: Strategic management and leadership of Sewerby Hall and Gardens, Bridlington Spa, South Cliff Holiday Park, Bridlington Park and Ride, Countryside Access and Coastal Services, Retail and Catering, Events and Conferences, liaison with marketing teams supporting the whole of Culture and Customer Services.			

Principal Accountabilities	
1	To promote the full range of services forming effective partnerships within and beyond the Council, ensuring quality of access to all the East Riding population.
2	Where necessary and appropriate to develop targeted services to various community groups, e.g. children and young people, sports groups, the elderly, those on benefits etc.
3	Be accountable for achieving Health and Wellbeing service objectives, standards, performance measures and targets.
4	Assist the Head of Culture and Customer Service in ensuring effective communication is in place across services and that services are joined up in delivering as part of a cohesive team.
5	Effective presentation and communication of ideas, issues and initiatives including researching, drafting, to internal and external stakeholders, Senior Management team and Corporate Management Team.
6	Identification of resource gaps and implementation of processes to address these gaps.
7	Provide effective leadership support to the team in order to drive efficiencies, achieve aims and objective, develop the service and meet the needs of service users.
8	Ultimate responsibility for the budgetary control and ensuring that all services manage budgets tightly with timely responses to pressures and opportunities.
9	Awareness and review of ICT systems to make best use of existing and emerging technology.
10	Interpretation adherence and implementation of new and existing policies, procedures and guidelines sourced both internally and externally.
11	Consider opportunities to develop the service, increase sales, maximize the positive impact on residents and increase the level of work whilst reducing costs/increasing surplus.

12	Coaching and mentoring of team members and identification of skills gaps in the team.
13	Deliver the overall vision of this section which is to build an attractive East Riding for tourists and residents by providing financially sustainable facilities that improve the region.
14	Provide strategic direction and leadership on the development of a Business Growth Strategy, in conjunction with partners that covers all of Culture and Customer Services.
15	Commercially developing services in all Culture and Customer Services groups.
16	Develop and lead partnerships with other agencies and public service providers on cross-cutting destination, tourism and commercial issues and initiatives to foster common goals and standards and achieve ambitious, improved outcomes for East Riding residents and businesses.
17	Support other sections heads by providing support and ensuring that the business cases for any development of Culture and Customer Services are robust and demonstrate an effective use of budget and significant return on investment
18	In conjunction with the Head of Service, prepare, manage and deliver the Culture and Customer service plan and updating the vision accordingly.
19	Playing a lead role in ensuring the successful planning and delivery of all relevant national and local targets, ensuring that data quality arrangements are in place and are well managed.
20	Ensuring that high levels of customer care are delivered and that improvements in levels of customer satisfaction are constantly sought and delivered
21	Strategically manage any council contracts relevant to the service area with all stakeholders.
22	Advisor to senior management and members in respect of this service area.
23	Ensuring that services are delivered with high standards of customer services, but also that they are commercially focused.
24	Maintain a high level of awareness of current and emerging political, social, economic and tourism developments at local, regional and national levels.
25	Help ensure the council is properly represented in its discussions with local, regional and central Government in relation to destination management, tourist facilities and service issues.
26	Effectively manage large revenue and capital budgets to deliver the council's financial objectives in relation to Culture and Customer Services ensuring value for money, workforce development and reduced carbon footprint targets are met.
27	Host major events and conferences (arts, sports, corporate etc.) to generate income for the East Riding and increase the profitability of key facilities.
28	Identify and facilitate the delivery of appropriate training to increase the business acumen of all staff and quality of day to day service provision.
29	Lead Officer for Culture and Customer Services Business Transformation projects in your area.
30	Deputise for the other section Group Managers as required.

31	Deputise for Head of Culture and Customer Services as required.
	In this role you are required to speak English with sufficient fluency to effectively perform your duties, as required by Section 42 of the Immigration Act 2016.
	The above principal accountabilities are not exhaustive and may vary without changing the character of the job or level of responsibility.



## Employee Specification

**Post Title: Destination Group Manager**

**ERYC Grade: 16**

### Essential Criteria

- Educated to a degree level.
- Significant experience of working at a senior management level.
- Demonstrate experience of successful evidence driven campaigning and of engagement with high profile stakeholders, including politicians.
- Successful track record and experience of developing and implementing relevant corporate strategies and managing projects within complex and large organisational structures.
- Experience in dealing with day to day media handling and news management in relation to difficult or sensitive issues. Understanding and experience of social media.
- Experienced and effective manager and staff and substantial budgets.
- Outcome and performance focused – proven successful experience of leading, motivating, managing and developing teams to achieve desired outcomes.
- Strong analysis and judgement – significant experience of managing issues in political environments, providing strategic input at board level and in working with partners to negotiate, agree and influence outcomes to help further and promote corporate objectives.

### Desirable Criteria

- A professional qualification in a related subject
- Demonstrate experience of successful high-profile crisis management.