



Job Outline

Adults, Health and Customer Services

Job Title	Destination Partnerships Officer	Post Number	
Responsible to	Commercial Strategic Manager	ERYC Grade	10

Overall Purpose:

To work collaboratively with external partner agencies and internal services to develop opportunities and to maximise the potential of the East Riding’s coastline north of Bridlington and south of Scarborough.

Principal Accountabilities	
1	Leading and supporting the development of internal and external strategic and operational Culture and Customer Services’ partnerships on an equal basis for example with; Yorkshire Wildlife Trust, Royal Society for the Protection of Birds, University of Hull, Bourne Leisure, local accommodation providers, Scarborough Borough Council, Welcome 2 Yorkshire, Bridlington Tourism Association, Chambers of Trade, Town and Parish Councils, VHEY and organisers of key events to increase footfall to the coastal region and enhance the visitor experience.
2	Lead and develop strong and effective partnerships with key ‘partner leads’ ensuring direct collaboration.
3	In conjunction with partners, showcase Sewerby Hall and Gardens and the region’s heritage and natural assets in respect of the land and sea based environment having due regard to sustainability and cultural traditions in order to help people to reconnect with wildlife and the natural world.
4	Strategically managing a range of partnership developments, programmes and initiatives, utilising a comprehensive project management approach to enhance the green and blue nature offer including Sewerby Hall & Gardens, from and along the coastline including developing and promoting the North Bridlington to

	Filey area as a unique and special destination for local, national and international tourists by capitalising on its impressive natural assets.
5	Show clear and ambitious plans for how projects will bring about positive changes and benefits to people, places and wider heritage and have plans as to how the partnership will share their learning from projects widely across the sector.
6	Promoting and advocating for the role of the Council and its partners as an effective custodian for the protection and development of the East Riding's coastline, maximising its potential and ensuring its commercial and natural sustainability.
7	Supporting and developing the leisure and well-being infrastructure including coastal businesses, transport links, hospitality, retail opportunities etc in collaboration with partners.
8	Promote shared values in terms of the critical role that learning in the natural environment plays in conserving the natural world (and the far reaching additional benefits) and take direct action to ensure access for all in collaboration with partners.
9	The postholder will undertake their duties in the spirit of strong collaboration as a shared resource, valued by each partner, in order for partners to be empowered and represented in equal measure.
10	Supporting the implementation of local marine policy.
11	Working with colleagues and other organisations to extend the peak tourism season and drive business within the region.
12	Working with local educational institutions, e.g. Academies, Schools and the University of Hull, to maximise the research and learning opportunities presented by the coastline and its tourism sites.
13	Secure funding and sponsorship to deliver key outcomes and manage/monitor contracts.

14	Identify best practice and industry trends elsewhere through information exchange/fact-finding visits etc.
15	Any duties and responsibilities appropriate to the grade and level of responsibility of the post.
*	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 Partnerships Officer

ERYC Grade: 10

Essential Criteria

- Experience in a leisure/wildlife/coastal/local government/business development function.
- Experience of strategic planning of programmes and working towards defined objectives
- Strong leadership, influencing, negotiation, mediation and advocacy skills
- Treats customers with respect and inspires confidence
- Skilled and persuasive communicator
- Highly developed communication and presentation skills
- Listens actively, questions and summarises, shares information, delivers information clearly
- Able to speak concisely and confidently in both formal and informal settings
- Able to alter approach to suit the situation
- Planning, organising and project management (across agency and sector boundaries)
- Team player, builds relationships, works collaboratively, behaves ethically and supports others
- Collaborative working and effective networking
- Is flexible, tenacious, assertive, tactful, diplomatic, self-motivated and able to motivate others
- Experience of partnership working
- Experience of promotional activities
- Ability to convert strategy into delivery i.e. this role will be the interface between the Board (setting strategy/direction) and the various partners' staff (delivery), so the candidate will need to be comfortable operating in, or at least working with both levels.



Desirable Criteria

- Experience of working in partnership with a wide range of services and organisations
- Experience of initiating, planning and implementing the delivery of services, particularly with an operational focus
- Has worked as part of a cross-directorate team to successfully deliver a project.
- Political awareness
- Educated to degree level
- Experience of business planning, reporting and performance management
- Experience of managing people