

## Job Description

<b>Job Title:</b>	Destination Manager (Watford)	<b>JE Ref:</b>
<b>Location:</b>	You will normally be based at an office in Watford.	
<b>Hours per week:</b>	37 hours per week. Fixed Term to 31 March 2021. [The post holder is expected to work the hours required to meet the demands of the role this will include evening and weekend working].	
<b>Responsible to:</b>	Chief Executive, Watford BID reporting to an independent Destination Management Board	
<b>Responsible for:</b>	Staff to be determined through the development of the Destination Management Organisation	
<p><b>Purpose of the role:</b> The Destination Manager (Watford) is responsible for:</p> <ul style="list-style-type: none"> <li>• delivering the Destination Management Plan and the associated marketing activities plan</li> <li>• positively and proactively promoting Watford, and the activities it undertakes,</li> <li>• enhancing and boosting the profile of Watford as a great place to visit, spend time and stay.</li> </ul> <p>The post holder will also support Watford Borough Council in the work undertaken to promote inward investment across Watford.</p>		
<p><b>Key Accountabilities:</b></p> <ul style="list-style-type: none"> <li>• Effective and successful delivery of the Destination Marketing Plan, demonstrating value for money and transparent delivery of objectives.</li> <li>• To manage the new website and all associated activities</li> <li>• To be responsible for ensuring the brand is highly visible and all associated marketing materials including partners.</li> <li>• To work with a range of partners (locally, regionally and nationally) to ensure the successful management and delivery of the Destination Marketing Plan and Cultural Strategy as defined by the Cultural Leaders and Destination Management working group.</li> <li>• Improving the profile of Watford town as a destination.</li> </ul>		
<p><b>Responsibilities</b></p> <ul style="list-style-type: none"> <li>• Responsible for leading and managing the delivery of the Destination Management Plan, and supporting the delivery of relevant aspects of the Watford Cultural Strategy.</li> <li>• The development of a suite of key performance indicators to be signed off by the Destination Management Board.</li> <li>• The development of key relationships with businesses in Watford and it's immediate hinterland to ensure the long term delivery of the Destination Management Service.</li> <li>• To develop both in kind, and financial support for the Destination Management service. This can be via partnership contributions, sponsorship, or support of projects, events and activities.</li> <li>• The management and development of campaigns, events and activities which meet the objectives of the Destination Management Board.</li> </ul>		

- Work with key stakeholders and partners to ensure a synergy of communications & branding across the town.
- Production of an annual communications and marketing plan with KPIs to be approved by the Destination Management Board.
- Commissioning and management of a wide range of communications and marketing materials, including campaigns, publications, exhibitions, events, publications, displays, newsletters, presentations as required.
- Developing and maintaining all digital platforms, including websites and social media.
- Explore new initiatives and ways of working with stakeholders and partners which demonstrate innovation, this will include increasing awareness of technology and its use across Watford.
- Development and implementation of targeted marketing campaigns to attract and retain visitors, footfall and spend in Watford.
- Lead and develop strong relationships with the media and partner organisations.
- Management of relevant budgets and staff.

**Key Performance Indicators:**

- The performance of the Destination Manager (Watford) will be assessed against the delivery of the Watford Destination Plan. The key performance indicators and key objectives will be signed off the Destination Management Board.

**Key Relationships:**

- Members of the Watford BID Team
- Destination Management Board
- Visit Herts
- Watford business community
- Watford Borough Council and other key stakeholders such as the Elected Mayor, MP, Police, Herts County Council and LEP
- Cultural leaders and cultural organisations
- Watford Borough Communications team
- Members of the press and media
- Relevant professional agencies and organisations

**PERSON SPECIFICATION**

This section presents the knowledge, skills, experience, personal qualities and qualifications that are considered essential for a person being deployed to this role.

**Knowledge/skills/qualifications:**

- Educated to degree level or equivalent
- Relevant professional communication or marketing qualification (essential)
- Knowledge of different communication and marketing techniques and mediums.
- Understanding of working with complex partnerships
- Knowledge of working at Board level and of managing Board arrangements
- Skilled marketing and communication professional.
- IT skills

**Experience**

- Experience of working in marketing and communications
- Experience of working with a wide range of organisations and stakeholders from the public and private sectors.
- Experience of managing and implementing a range of projects
- Experience of managing budgets
- Experience of writing reports and proposals
- Line management experience (essential)

**ICT/ technological aptitude**

- Experience of working with a range of IT products (e.g. MS Office applications, Intermediate/ advanced Outlook, Power Point, Spreadsheets, database etc)

**Personal qualities**

- Excellent people and relationship-building skills
- Excellent communication skills across a range of disciplines
- Ability to multi task and manage a number of activities and projects, and deliver to tight timescales
- Able and comfortable decision maker
- Good negotiation skills
- Ability to work independently and as part of team
- Political awareness
- Open to new ideas and solution focused
- Creative and innovative thinker
- Effective under pressure
- Able to focus on delivery targets and KPIs.

**Equal Opportunities:**

Destination Watford fully supports the terms of The Equality Act 2010. We are an equal opportunities employer and do not discriminate on any grounds. We want a diverse workforce which reflects our community and welcome applications from everyone regardless of age, disability, sex, race, religion or belief, sexual orientation, gender reassignment, pregnancy and maternity and marital or civil partnership status.

If you have a disability and demonstrate that you fulfil the essential person specification criteria for the role on your application form, you will be invited for an interview. If you feel that you could carry out this post with some adjustments, please let us know. If you require particular arrangements made for interview etc (e.g. signing, access), please indicate this on your application form.