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Job Description

Job Title	Head of Liverpool City Region Visitor Economy
Directorate	City Development
Service Area	Culture Liverpool
Grade	4
Competency Level	3
Salary	£80,712 - £84,842
Job Type	Hybrid
Location	Cunard Building
Disclosure and barring service (DBS)	Not Required
Job Evaluation Ref No	A8956

Job Purpose:

A unique joint role between Liverpool City Region Combined Authority and Liverpool City Council has been created to lead and oversee the strategic development and management of the newly created Local Visitor Economy Partnership.



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Representing the City Region on a national and international stage, the role will lead destination marketing, promote tourism and lead stakeholder engagement and delivery to maintain and expand economic drivers of the tourism sector, utilising the culture and environmental opportunities of the city region.

Liverpool City Region visitor economy is a dynamic, diverse, vibrant sector which has world renown brands creating global reach. The region is synonymous with ambition, belief, social justice, and fun, founded on creativity and a unique sense of place.

As a one of the first Visit England accredited Local Visitor Economy Partnerships, this role will lead and amplify Liverpool City Region's reputation as a leading visitor destination.

Background Information

In the last twenty years Liverpool City Region has experienced a remarkable cultural and economic renaissance. Liverpool City Region combines city, coast and countryside and its Visitor Economy sector has continued to grow. The latest figures for the city region show the visitor economy is now worth over £5bn surpassing the pre-pandemic high of £4.98bn in 2019. The city region is made up of Halton, Knowsley, Liverpool, St Helens, Sefton and Wirral each of which have a diverse and exciting tourism offer.

Liverpool City Region, is an integral element in the UK's tourism brand, is an exceptional place with a distinctive offer that enhances the appeal of the UK domestic and international visitor markets, unlocking its true power and potential. The individual and combined potential of the six boroughs and the allure of Liverpool's unique global brand as a city offers an unmistakable identity and human personality to continue to promote regionwide economic benefit.



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Announced as a Local Visitor Economy Partnerships (LVEP) in March 2023, Liverpool City Region is one of the next iteration of Destination Management Organisations (DMOs) and is one of the key recommendations in the government's response to the independent [De Bois Review of Destination Management Organisations in England](#).

The introduction of LVEPs provides an opportunity to reshape destination management across England to reduce fragmentation and align priorities, resources, and targets to grow the visitor economy.

LVEPs lead, manage and market destinations, setting out a strategic path to improve the tourism offer in their area, attract inward investment, and ensure positive contributions to their communities.

LVEPs receive support, training and resources from VisitEngland as well as opportunities to access funding and be part of VisitBritain's international marketing campaigns.

The LVEP programme aims to simplify and strengthen the tourism landscape across England, transitioning from over 200 Destination Management Organisations to 40 high performing LVEPs

The new Liverpool LVEP board has recruited leading industry experts from across the visitor economy sector and will have its inaugural meeting on 10th May 2024.

Directly Responsible For:

The new Local Visitor Economy Partnership team, which will bring together Visitor economy focussed staff from across Liverpool City Region Combined Authority and Liverpool City Council.



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Directly Responsible To:

The postholder will be managed by the Director of Culture and Major Events in Liverpool City Council. They will report to the LVEP management board which includes representatives from the CA, LCC and the lead portfolio Chief Executive for the city region. They will also work closely with the new LVEP board which brings together private and public sector stakeholders with an influential national Chair. This reporting line may change over time as the Destination Management Organisation evolves.

Main Areas of Responsibility:

- Develop the LVEP delivery model, working in partnership with the whole Liverpool City Region.
- Collaborate with colleagues across the city region to spearhead a collegiate approach to strategy and delivery.
- Manage International, National and Regional Visitor economy stakeholder relationships to enhance and grow the LCR visitor economy offer and output.
- Develop and deliver the LCR Destination Management plan.
- Ensure LCR continues to be internationally competitive and at the forefront of National policy development.
- Manage and support the LVEP Board driving positive outcomes.
- Manage delivery of the LVEP priorities and work programme and manage LVEP resources.
- Identify and secure private and public sector income generation through a robust commercial strategy.
- Deliver a strategic destination marketing plan for the LCR working with LCR public and private stakeholders and national and international partners.
- Ensure research and data collation is utilised to provide key direction to deliver the LVEP key priorities and ambition to be a global destination for visitors and investment.



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- Develop an ambassador programme to maximise the visibility of the LCR nationally and internally.
- Develop a major events strategy that prioritises the impact of cultural, business and sports events.
- Be responsible on behalf of the LCR for key national relationships and lobbying including Visit Britain, Visit England, Core Cities, other government departments, national networks and boards.
- Develop strategies that provide direct support and promote opportunities for SMEs in the visitor, hospitality and retail sectors.

Supervision and Management Responsibility:

- Provide leadership and strategic direction to the newly formed LVEP team.
- Manage performance, workforce planning and development and behaviour effectively in line with HR policies and procedures.
- Provide LCR and LCC governance structures with relevant updates and papers as required.

Budget and Financial Responsibility:

- Responsible for minimum budget of £5m.
- Create a 3 year rolling financial plan that includes identification and realisation of private and public sector income and efficiency savings.
- Manage LVEP budgets and procurement in line with LCC standing orders, policies and procedures.
- Deliver the responsibilities of the LVEP within budget and against deliverable targets.



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Social Value Responsibility:

- Drive social value through all activities, ensuring wider social, economic, and environmental benefits for the LCRCA, councils, residents, and communities.

Physical Demands of the Job:

- This post is a combination of office work and field work. It will involve sitting for long periods of time and a requirement to travel to meet service needs.

Corporate Responsibility:

- Be an intrinsic part of the delivery of the Liverpool City Region Combined Authority and LCC plans for a vibrant visitor economy.
- Work collaboratively with all city region Local Authorities
- Commitment to customer service excellence by managing customer feedback and learning from feedback to drive continuous improvement.
- Ensure all work functions are undertaken in accordance with health and safety legislation, codes of practice, and the City Council's safety plan.



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Person Specification

Assessment methods used: I = Interview, P = Presentation, A = Application, E = Exercise, T = Test, AC = Assessment Centre

Qualification and Training

Essential

- Proven track record of working successfully within the visitor economy sector at a senior level, including destination and place marketing (A)
- Strategic management experience (A,I)
- Relevant leadership and management training (A)
- Evidence of continuous professional development (A)

Desirable

- Relevant qualifications in tourism and marketing or equivalent experience

Experience

Essential

- A proven track record of senior delivery and development of visitor economy strategy (A,I)
- Experience of managing strategic direction and operational delivery concurrently (A,I)
- Responsibility for leading strategic marketing development and delivery, ideally with a destination marketing background (A,I)



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- Experience of working with both the public and private sectors to develop new plans and approaches (A,I)
- Ability to build relationships with a wide range of stakeholders and bring people together behind a shared vision (A,I)
- Demonstratable commercial experience working with both private and public sectors (A,I)
- Experience of working at a senior level working with national and international tourism bodies, local and national Government and private sector partners and funders (A,I)
- Strong knowledge and experience of current destination marketing, cultural tourism and regeneration/place-making policies (A,I)
- Experience of commissioning, evaluating and utilising qualitative and quantitative research to underpin the delivery plans (A,I)
- Passionate and ambitious about identifying and securing future opportunities that align with the City Region's ambition to be a global destination for visitors and investment (A,I)

Desirable

- Comprehensive understanding of digital marketing and digital trends in social media, visual channels and email etc
- Excellent teamwork and collaborative abilities, facilitating cohesive working practices and shared goals

Skills/Abilities

Essential

- The ability to collaborate, inspire and lead the LCR visitor economy sector (A,I)
- strategic direction and oversee delivery to the LVEP team (A,I)
- Experience of leading, managing and developing a high-performing team during a period of organisational development and change (A,I)

Desirable

- The ability to assemble stakeholders from diverse public and private sector backgrounds to establish rapport, exercise persuasive leadership and achieve common goals
- Excellent communicator who is confident in presenting to external audiences and broadcast media

Commitment

Essential

- The role of Head of Visitor Economy demands a high level of commitment due to its multifaceted nature, significant economic impact, and the need to navigate a dynamic and challenging landscape. The prospective candidate is expected to be dedicated, adaptable and passionate about the City Region's tourism and hospitality sectors (A,I)
- The prospective candidate must recognise the importance of the City Region's visitor economy and the positive impact it has on local communities. A strong belief in the value of tourism will drive forward this commitment (A,I)



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- A commitment to attending industry conferences, networking events, staying abreast of tourism trends and embracing new technologies will enhance the effectiveness of the role and open doors for collaboration and growth (A,I)

Desirable

- An understanding of and a personal commitment to the vision and values of Liverpool City Region Combined Authority and Liverpool City Council
- A commitment to sustainable tourism, implementing eco-friendly initiatives and promoting responsible tourism is the future and should be embedded in all we do