



JOB DESCRIPTION

Job Title:	Tourism Officer (12-month maternity cover)
Team:	Visitor Economy / Tourism
Classification:	Senior Executive
Reports to:	Head of Tourism
Classification of Line Manager:	Head of Department
Number of Direct Reports:	0

Job Purpose

West Midlands Growth Company helps create new jobs, build and expand businesses, attract regional investment and encourage tourism to the region.

This role is part of the Visitor Economy/Tourism team which works to deliver the aims of the West Midlands Regional Visitor Economy Strategic Framework 2025-2030.

The jobholder will be responsible for supporting the successful delivery and monitoring of a range of projects across the Local Visitor Economy Partnership (LVEP) and Destination Development Partnership (DDP) priority areas.

Our people and our offices

The West Midlands is an exciting, vibrant and diverse region and West Midlands Growth Company aims to reflect this in all that we do. Our objective is that our work, services and employs practices that will promote a positive impression of the region, and we will take every step to minimise or eliminate outdated preconceptions and stereotypes.

West Midlands Growth Company whole-heartedly supports the principle of equal opportunities in employment and opposes all forms of unlawful or unfair discrimination on the grounds of colour, race, nationality, ethnic or national origin, sex, disability, age, religious belief, sexual orientation or marital status.

We believe that it is in the company's best interests of all those who work in it to attract, retain and develop a diverse pool of talent. We therefore seek to ensure that the human resources, talents and skills available throughout the community are considered when employment opportunities arise. We believe it is essential to the company's success to enable employees of all backgrounds to reach their full potential by encouraging a working environment that is inclusive to all.

To this end and within the framework of the law we are committed, wherever practicable, to achieving and maintaining a workforce which broadly reflects the local community in which we operate.

Main Responsibilities and Key Activities

Stakeholder relationship management / delivery of LVEP and DDP priorities

- Build relationships with and work collaboratively with other local destination partners and stakeholders.
- Support the Head of Tourism to coordinate regional LVEP quarterly meetings, programme and reporting.
- Support the development of the Destination Development Partnership (DDP) framework and Local Visitor Economy Partnership (LVEP) programme.
- Actively monitor the annual LVEP tourism growth action plan and KPIs.
- Share best practice and learnings both regionally and nationally to support the LVEP and DDP programmes.



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Delivery of projects / support across internal workstreams

- Delivery of key projects and supporting work across internal teams to achieve successful outcomes in marketing and communications, research, monitoring and evaluation, sustainability, accessibility and travel trade, including but not limited to:
 - Delivery of LVEP and DDP priority projects relating to accessible and inclusive business practice improvement, skills development and sustainable and active travel across the visitor economy sector.
 - Supporting the Senior Research & Evaluation Manager on various research projects and data collation activity.
 - Working with the Travel Trade Manager to support with the organisation of FAM trips and other relevant trade delivery activity.
 - Team support for procurement and reporting for visitor economy deliverables.
 - Internal stakeholder engagement to ensure delivery is on-track across the tourism team programme, and to trouble-shoot where necessary.

Dimensions

Travel: Regional travel may be required on an occasional basis to support Local Authority partner meetings and relevant events, and ad-hoc national travel to support on travel trade event attendance.

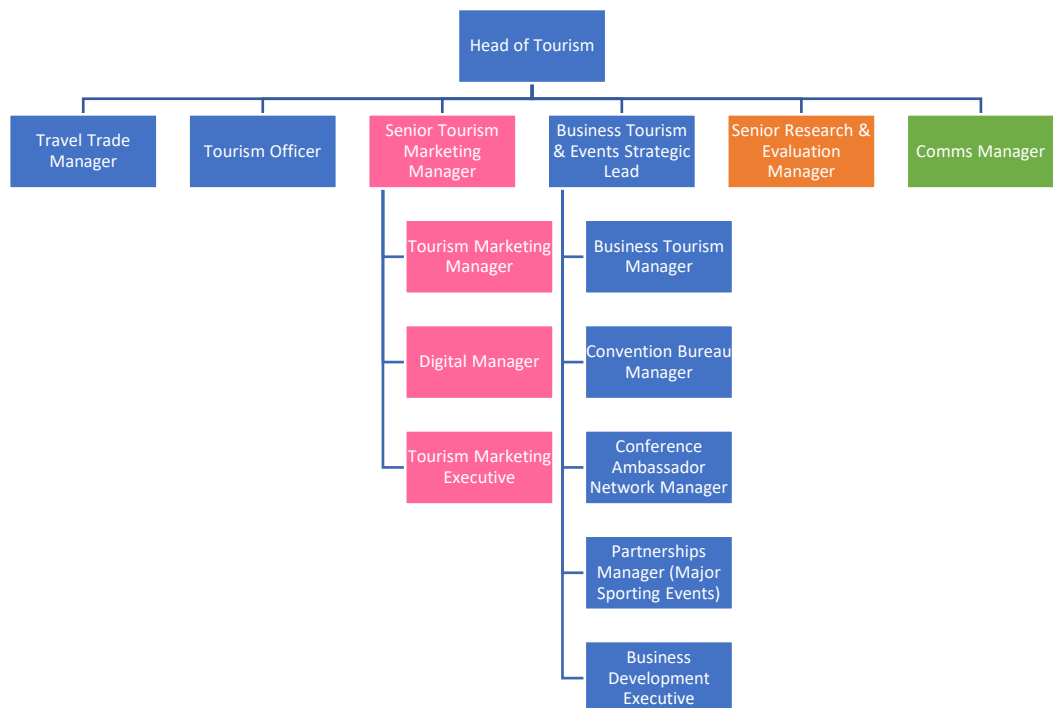
Team structure / key relationships:

Tourism team
(reporting into Head of Tourism)

Marketing team
(work closely with but report into Head of Marketing)

Tourism research team (work closely with but report into Business Insights Lead)

Tourism comms team (work closely with but report into Head of PR & Comms)





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Key Skills and Competency Requirements		
Area	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> Educated to degree level or equivalent experience in either business, visitor economy / tourism related fields 	<ul style="list-style-type: none"> Evidence of proactive professional development
Skills and attributes	<ul style="list-style-type: none"> Excellent organisational and analytical skills and good attention to detail Excellent communication and presentation skills Project management skills, including multi-stakeholder projects Excellent oral and written communication skills Able to develop effective working relationships with internal and external stakeholders Relationship-building and management skills Self-starter and able to work on own initiative 	<ul style="list-style-type: none"> Understanding of public procurement guidelines
Knowledge and experience	<ul style="list-style-type: none"> Experience, with excellent track record, of working in the visitor economy sector Experience of working in a complex stakeholder environment Experienced team player 	<ul style="list-style-type: none"> Knowledge of Local Visitor Economy Partnerships and Destination Management Organisations Awareness of the key issues facing organisations in the visitor economy sector Understanding of the travel trade, training, and visitor services

Our Values	
Trust – Trusted Delivery Partners	We do what we say we are going to do, collaborating with our stakeholders to deliver and achieve regional outcomes, leading the way for economic development using our knowledge and expertise.
Respect – Opinions Matter	We believe everyone has the right to be listened to and be heard. We appreciate the impact of our actions and behave accordingly
Leadership – We lead by example	We lead by example, that means as an external ambassador to the business, and internally to our workforce. We embrace innovation and creativity, empowering our teams to deliver quality transformative outcomes.
Wellbeing – Health, growth and inclusivity	We support and promote wellbeing of everyone. We want to be an inclusive and engaged workforce, where everyone has a clear sense of purpose and courage. We encourage everyone to thrive in a way that makes them successful, resilient, healthy and happy, developing a growth mindset.

Prepared by	
Zoey Harris-Wright	Date: April 2025
	Job Title: Senior Tourism Programme Manager