# Hosting Proforma

Tourism NI

Name of Host

Organisation

**1. Interchange Manager’s details**

Emmet Owens

Name

Organisation/

Tourism NI

Department

Linum Chambers

Bedford Square

Bedford Street

Belfast, BT2 7ES

Address

Telephone Fax number

N/A

02890441653

Number

[e.owens@tourismni.com](mailto:e.owens@tourismni.com)

E-mail

Type of Opportunity

Industry Development Officer – Secondment up to 1 year

**2. Details of hosting opportunity**

Description of opportunity

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| Over the last decade Tourism NI has been central to developing tourism into a £1 billion industry that now welcomes 5 million visitors a year to Northern Ireland.  In recent years, Tourism NI has supported investment of more than £300 million in visitor infrastructure such as Titanic Belfast, the Giant’s Causeway Visitor Centre and the ICC Belfast. This long term investment in tourism has boosted Northern Ireland’s profile in the international marketplace, resulting in accolades such as Lonely Planet’s announcement of Belfast and the Causeway Coast as the world’s number one region to visit in 2018.  Tourism NI has also established a strong reputation for securing and delivering high profile international events such as The 148th Open at Royal Portrush, the Irish Open tournament at Portrush, Newcastle and Portstewart and the Giro d’Italia in 2014.  With Northern Ireland’s status as a “must-see” destination growing throughout the world, Tourism NI is now planning how it can support the tourism industry to double its value to £2 billion by 2030. |

Main objectives of the opportunity

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| **GENERAL RESPONSIBILITY**  The Job Holder will assist with the development of the Northern Ireland tourism industry, improving performance across key sectors in order to achieve the key objectives and targets identified in Tourism NI’s Corporate Plan.  **MAIN DUTIES**  The Job Holder will be responsible for the following areas and activities:  **Research / Analysis / Data Management**   * Support the Unit Manager in undertaking an audit and research of industry needs. * Analyse all relevant information and make appropriate recommendations to management. * Identify research and communicate best practice in tourism. * Update information via database, web and other communication channels. * Monitor and evaluate both new and existing industry development activity. * Monitor and develop relationships with relevant stakeholders via Service Level Agreements and partnerships.   **Project Management**   * Assist with the delivery of project initiatives and programmes which add value to the business. * Assist with the development of programmes, identification of key inputs/outputs, resources, and timescales required to deliver the programmes. * Prepare work flows and critical path analysis. * Assist with the co-ordination of activities across Directorates. * Monitor and report on progress against project plans. * Highlight issues of concern and propose remedial action. * Ensure effective project governance. * Work with third parties on project delivery and contract management of third parties. * Provide project and financial support and advice to third parties including developing programmes and initiatives to businesses.   **Developing Industry Support Programmes**   * Support the Unit Manager in identifying solutions to improve business capability and performance across key sectors of the industry. * Assist in the implementation of an events programme of master classes, learning journeys and business insights to support growth of the industry. * Support the development of new and existing projects to support the development of the Tourism Industry. * To support the Unit Manager to deliver on key activity to strengthen industry associations.   **Advisory / Signposting Service**   * Improve industry access to the full range of Tourism NI’s and other appropriate support services. * Support the Unit Manager in strengthening relationships with other industry support agencies e.g. Invest NI, the Department for the Economy. * Regularly review and update tourismni.com and other communication platforms as appropriate.   **Consultation/Communication**   * Promote Tourism NI’s industry support programmes and ensure maximum participation. * Consult with colleagues across Tourism NI on industry development activity. * Support Product Portfolios and Destination Development teams to identify industry capability support and best practice requirements. * Act as the key point of contact for key stakeholders in the industry. * Be aware and knowledgeable of key industry related topics and provide updates / inputs into the Chief Executive Officers/Senior Management Team/Department for Economy briefings/Board papers. * Represent TNI at developmental industry and corporate events, meetings and forums.   **Staff Management**   * Support the Unit Manager in recruiting, managing, motivating and developing the team to ensure that all activities are undertaken professionally in an efficient and effective manner. * Provide effective Line Management responsibilities for staff within the Industry Development Unit including motivation, coaching and learning and development. * Support the Unit Manager to ensure that all activities are managed in line with Tourism NI’s policies and procedures and values and behaviours.   **Managing Finance**   * Assist in the delivery of the Industry Development Unit Operating Plan and administer the budget line(s) for this post thus ensuring Value for Money (VFM) and in line with Tourism NI’s Financial Procedures. * Provide regular budget reports to the Industry Development Manager. * Provide budget departmental returns.   **Additional Duties**   * Assist in the delivery of project work within the unit and across NITB including representation at working groups and meetings. * Contribute to the development and delivery of the Experience Development Unit Operating Plan and promote corporate values and behaviours within the team and across the organisation. * Provide briefing material and draft responses as and when required by TNI Senior Management Team/Staff, the Department, the NI Assembly and members of the tourism industry/public within the specified timelines. * Provide cover for management within the Division to include decision making and attending meetings in their absence. * Attend training as and when required and keep abreast of current developments in your area of work. * Maintain, store and dispose of Unit records in accordance with TNI Policy including the use of the EDRM (Electronic Document Record Management) system. * Any other relevant duties required by Tourism NI management. |

**3. Skills requirements**

What qualities, skills and experience is required from the individual

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| **ESSENTIAL CRITERIA - EDUCATION/QUALIFICATIONS AND EXPERIENCE**  **OPTION 1**  A 3rd level qualification.  *AND*  A minimum of 2 years’ experience working in or managing industry development through training, workshops or toolkits.  **OR**  **OPTION 2**  A minimum of 3 years’ experience working in or managing industry development through training, workshops or toolkits.  **ESSENTIAL CRITERIA – PERSONAL EFFECTIVENESS**  The Job Holder will also possess a high standard of:   1. The ability to work within a team environment, on own initiative and take the lead where necessary including cross functional collaborations, to achieve organisational objectives. 2. The ability to undertake market analysis, dissemination and communication of market research findings. 3. The ability to network, build strong relationships and successfully engage with partners and stakeholders (both internal/external) towards a common goal. 4. Excellent communication skills – oral and written – including writing and delivering strategies and action plans and experience of developing and delivering presentations to a wide range of audiences. 5. Sound negotiation and interpersonal skills including experience of contract and project management. 6. The ability to work to strict deadlines.   **PREFERRED CRITERIA**   1. Two years’ experience of working within the tourism or leisure industry. 2. Experience of public sector tendering procedures. |

**4. Personnel: Please state below**

Who will the individual report to?

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| Industry Development Manager |

Who will be the individual’s line manager and/or reporting officer?

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| As above |

**5. Transfer of learning**

Please give details of how the Opportunity will benefit your organisation, the

individual and their organisation.

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| This is a very exciting and busy time for Tourism NI as we have just launched our new Experience Brand – Embrace a Giant Spirit. This will be an exciting personal development opportunity for someone to contribute to a key corporate area with unit management responsibility and the opportunity to provide corporate governance assurance to the senior management team. |

**6. Logistics**

Please provide details of the likely start date, duration, location, form of transport required, resources (i.e.; desk, PC, etc.) and funding arrangements for the opportunity.

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| **Start Date**: As soon as a suitable candidate has been identified and a release date agreed.  **Duration**: Up to 1 year from the start date  **Location**: Linum Chambers, Bedford Square, Bedford Street, Belfast.  **Resources**: Office based with all relevant facilities including PC, desk and phone etc  **Funding**: Tourism NI will meet salary and any associated costs. The salary range is £30,149 - £33,189  **Further information**: For further information please contact Emmet Owens on tel: 02890 441653 or by email at [e.owens@tourismni.com](mailto:e.owens@tourismni.com).  **Closing Date:** Applications must be submitted by NOON on Friday 06 December 2019 to**:** [**recruitment@tourismni.com**](mailto:recruitment@tourismni.com)  **For NI Civil Service departmental staff only:** [**secondments@hrconnect.nigov.net**](mailto:secondments@hrconnect.nigov.net)  **For staff from all other Partner organisations:** [**interchangesecretariat@finance-ni.gov.uk**](mailto:interchangesecretariat@finance-ni.gov.uk) |

**7. Endorsement**

**Interchange Manager**

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**Signed:**

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| **15th November 2019** |

**Date:**