JOB PROFILE

Post Title:	Tourism Destination Development Manager
Portfolio:	Economic Development
Responsible to:	Head of Tourism
Responsible for:	Destination Marketing Officer and Tourism and Product Development Officer
Grade:	Band F

Job Purpose

To improve the lives of all within our community and help the island thrive by providing strategic leadership for the development of St Helena as a sustainable, world-class tourism destination. The postholder will lead destination development, tourism investment, product innovation and industry partnerships to improve the visitor experience, strengthen tourism infrastructure, diversify the tourism product and support the delivery of the Tourism Strategy and Tourism Development Programme.

Main Duties and Responsibilities

1. Lead the Product Development workstream of the Tourism Development Programme, identifying, developing and coordinating tourism products, experiences and attractions that strengthen visitor appeal, support sustainable tourism growth and are delivered on time, within budget and to agreed standards.
2. Develop, maintain and lead strong working relationships with tourism operators, Government departments, community organisations, NGOs, private sector stakeholders and relevant industry partners. Provide professional leadership to the tourism industry by promoting best practice, encouraging collaboration, facilitating tourism investment and supporting continuous improvement across the destination. Represent St Helena Tourism at stakeholder meetings, working groups and industry events, and present destination development priorities and progress to local industry and community groups as required.
3. Manage and continually improve tourism infrastructure and destination assets, including trails, viewpoints, interpretation, visitor facilities, the Post Box Walks network and associated visitor infrastructure.
4. Prepare business cases, project plans, funding applications, procurement documentation and progress reports; identify and support external funding opportunities; and monitor project budgets, expenditure and performance indicators to ensure effective use of Tourism Development Programme and externally funded resources.
5. Supervise and support the Destination Marketing Officer and Product Development & Tourism Officer, allocating work and monitoring performance.
6. Work closely with the Tourism Manager to ensure destination development aligns with industry capacity building and visitor servicing.

7. Provide short-term cover or support for other management level employees within the Tourism or Economic Development portfolio during periods of leave or temporary vacancies.
8. Work closely with the Marketing and Communications Hub, marketing teams, contracted PR agencies and relevant partners to ensure new and existing tourism products are market-ready, appropriately promoted and supported through coordinated trade marketing, communications and familiarisation programmes that contribute to broader destination marketing objectives. Develop, coordinate and host familiarisation visits for media, tour operators, travel agents and other strategic partners to strengthen destination awareness and improve confidence in selling St Helena.
9. Prepare regular reports, briefing papers, presentations and well-considered recommendations for senior management, Ministers, relevant Boards, the Tourism Development Programme and the wider Economic Development Portfolio, using analysis to support continuous improvement and innovation in product development initiatives.
10. Contribute to the strategic planning, policy development and implementation of the Tourism Strategy, Tourism Development Programme and wider Economic Development strategies, ensuring destination development initiatives align with approved priorities, budgets and Government objectives.
11. Working closely with the Trade and Investment team, together with the Head of Tourism, act as the primary point of contact for tourism investment and development enquiries from the private sector. Promote investment opportunities, advocate best practice in tourism development and support the planning and delivery of sustainable tourism investment that enhances St Helena's visitor economy.
12. Cultivate strong relationships with travel media, trade partners, tour operators, travel agents, online travel agents, wholesalers and distributors to strengthen St Helena's destination brand. Design, coordinate and deliver destination and product training programmes through face-to-face and online platforms. Act as the primary link between on-island tourism businesses and overseas trade partners, facilitating the development of commercially viable itineraries, market-ready tourism products, seasonal promotions and value-added visitor experiences. Support local tourism businesses to access domestic and international travel distribution channels, increasing the commercial availability, competitiveness and sale of St Helena's tourism products.
13. Working with the Head of Tourism, monitor emerging tourism, economic and societal trends to identify opportunities that strengthen St Helena's tourism product, improve destination competitiveness and deliver greater value to stakeholders. Apply market intelligence and consumer insights to guide product development initiatives across priority sectors including adventure, heritage, marine, ecotourism, sports tourism, astro-tourism, scientific, educational, volunteer, yachting, cruise and other emerging visitor markets.
14. Undertake any other duties commensurate with the grade of the post.

Special Conditions

1. Occasional evening and weekend work will be required to support events and stakeholder meetings.
2. Occasional travel across St Helena.
3. Some travel overseas may be required for trade events, study visits or professional development.
4. Full driving licence desirable.

This job profile is not an exhaustive list of duties and responsibilities. There may be other ad-hoc duties that fall within the remit of the role that the job holder may need to complete. In addition, the job holder will be required to carry out any other reasonable duties as requested which are commensurate with the grading and level of responsibility for the role.

Core Competency Framework

Competency	Level
Professional Development: Maintains and develops professional knowledge of destination management, sustainable tourism and project management. Actively seeks opportunities for continuous professional development and is encouraged to work towards a recognised Project Management qualification (e.g. PRINCE2) or relevant professional accreditation. Shares learning and best practice across the Tourism team.	iv
Planning & Delivery of Work: Plans, prioritises and coordinates multiple projects to deliver strategic objectives within agreed timescales, budgets and quality standards. Monitors progress, manages risks, allocates resources effectively and ensures delivery against agreed milestones. Holds self and others accountable for achieving results and securing value for money.	iv
Analysis and use of Information: Collects, analyses and interprets quantitative and qualitative information to support evidence-based decision making. Evaluates project performance, identifies trends, risks and opportunities, and develops practical recommendations to improve tourism products, services and infrastructure.	iii
Decision Making: Makes timely, evidence-based decisions within delegated authority, considering organisational priorities, stakeholder needs and long-term sustainability. Evaluates options, balances competing priorities and recommends appropriate solutions to complex operational and strategic issues.	iii
Working with Others: Develops productive working relationships across Government, the private sector, NGOs and community groups. Builds collaborative partnerships, encourages shared ownership of projects and works effectively with colleagues and stakeholders to deliver common objectives.	iv

Communication: Communicates clearly and confidently with a wide range of audiences, adapting style and content appropriately. Produces high-quality reports, business cases and presentations, explains complex information clearly and represents St Helena Tourism professionally with internal and external stakeholders.	iv
Influencing and Persuading: Builds credibility and trust to influence stakeholders, secure commitment and encourage collaborative working. Negotiates effectively, manages differing viewpoints constructively and promotes innovative approaches that support the Tourism Strategy and destination development objectives.	iv
Dealing with Change: Leads and supports organisational and sector change by communicating a clear vision, encouraging innovation and helping stakeholders adapt to new ways of working. Anticipates barriers, manages resistance positively and promotes a culture of continuous improvement.	iv
Continuous Improvement: Identifies opportunities to improve tourism products, visitor experiences and organisational performance. Challenges existing practices where appropriate, encourages innovation and implements improvements that deliver measurable benefits, greater efficiency and enhanced customer satisfaction.	iv
Managing Resources: Plans and manages staff, financial and physical resources to achieve agreed objectives. Monitors budgets and project expenditure, delegates effectively, develops team capability and ensures resources are used efficiently to maximise value for money.	Iii

PERSON SPECIFICATION

Criteria	Essential / Desirable	Application Form	Selection Process
Qualifications:			
Degree or equivalent professional qualification in Tourism, Destination Management, Business, Economic Development, Project Management or related discipline.	E		
PRINCE2 Foundation or equivalent Project Management qualification.	D		
Knowledge & Experience:			
Experience managing projects from inception through delivery.	E		
Experience working with multiple stakeholders.	E		
Experience preparing reports and business cases.	E		
Experience managing budgets and resources.	E		
Knowledge of tourism destination development principles.	E		
Understanding of sustainable tourism practices.	E		
Experience within a Destination Management Organisation.	D		
Experience of Government procedures.	D		
Experience administering externally funded programmes.	D		
Knowledge of St Helena's tourism industry	D		
Skills and Abilities:			
Excellent project management skills.	E		
Strong organisational and planning ability.	E		
Excellent written communication.	E		
Excellent verbal communication.	E		
Strong stakeholder engagement skills.	E		
Ability to influence and negotiate.	E		
Ability to analyse information and produce recommendations.	E		
Ability to prioritise competing workloads.	E		
Ability to supervise staff.	E		
Competent Microsoft Office skills.	E		
GIS or mapping experience.	D		
Procurement experience.	D		
Budget monitoring experience	D		
Other:			
Willingness to work flexibly – some evening work and foreign travel may be required.	E		

Committed to safeguarding and promoting the welfare of children, young people and vulnerable adults.	E		
Contribute to a positive working environment ensuring commitment to equality and diversity.	E		

Our Values

FAIRNESS
We act as role models and have fair and consistent standards. We champion equality, inclusion and respect.

INTEGRITY
We communicate openly and we are honest, accountable and ethical.

TEAMWORK
We work together and we support each other.