



# JOB PROFILE

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<b>Post Title:</b>	Head of Tourism
<b>Portfolio:</b>	Economic Development
<b>Responsible to:</b>	Director of Economic Development
<b>Responsible for:</b>	Tourism Manager, Tourism Officers, additional staff employed by the Tourism Development Programme
<b>Grade:</b>	Band G

## Job Purpose

To improve the lives of all within our community and help the island thrive and drive forward prosperity for all living and working in St Helena by creating and managing a comprehensive programme of tourism development and promotion for St Helena.

The primary objective of the post is to grow tourism-related revenues through the effective use of strategic planning, leadership skills, community assets, industry knowledge and relationships, along with evolving tourism practices.

In so doing, the Head of Tourism will facilitate a quality and value-for-money visitor experience and ensure a positive and enjoyable experience for all visitors, delivering improved visitor numbers, improved satisfaction and increased export income, stimulating economic development.

This is a key role in delivering our overarching vision of making St Helena a great place to live, learn, work, visit and invest.

Heads of Service are integral to supporting the overall financial resilience of the Public Service and have a responsibility to ensure value for money and return in investment within their Service and across the Public Service as a whole.

## Main Duties and Responsibilities

1. Review, develop and update the Tourism Strategy and other tourism and marketing-related strategies and plans. Achieve political endorsement of strategies after consultation through the appropriate channels.
2. To plan, organise and direct all operations of St Helena Tourism. Take overall responsibility for visitor information services and the day-to-day running of the Tourist Office to deliver a quality visitor experience.
3. Provide strategic oversight, guidance and support for the tourism service to enable the delivery of key initiatives that promote St Helena as a place to visit, work, live and invest.
4. Design and deliver the annual Tourism Development Programme (TDP).
5. Be the figurehead of tourism and a voice for St Helena Government regarding tourism matters both locally and internationally.



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6. Be responsible for achieving the Sustainable Economic Development Strategy's objectives relating to tourism.
7. Evaluate, develop and standardise procedures and methods to improve the efficiency and effectiveness of current tourism related programmes, projects and activities. As needed, develop new strategies, programmes and policies that promote responsible tourism. Effectively manage tourism's impacts.
8. Support and advise Ministers and SHG's Senior Leadership Team on all tourism related matters. Make regular updates on tourism progress. Make recommendations to develop tourism infrastructure to improve the tourism product.
9. Lead on the delivery of the three main areas under the TDP – product, marketing and capacity – working closely with the Senior Marketing Manager, Head of Trade & Investment, Head of Property, Head of Communications, Head of Aviation, Director of Economic Development and other relevant public service representatives, and external stakeholders.
10. Under the TDP, lead on established initiatives, such as tour guide training, hospitality training and projects to improve tourism related infrastructure ensuring continuity that builds on previous developments and achievements.
11. Ensure a professional, public facing visitor information service that meets customers' needs, ensuring staff in the Tourist Office are knowledgeable of the local history, current activities and service providers. Manage the tourism team to ensure a wide awareness of St Helena is created in line with the island's Tourism Strategy and ensure high quality promotional materials are available.
12. Work with the tourism and marketing teams to develop and deliver immersive familiarisation programmes for trade partners, media associates and industry professionals. These experiences enable partners to gain first hand exposure to the destination's offerings, fostering deeper connections, better representation and improved confidence to sell the destination.
13. Develop a year-round events programme, one that also builds business in the shoulder periods (October, November; April, May, June) outside peak season, creating more reasons to visit and opportunities to increase visitor spend over more months of the year.
14. Develop and manage - or support through partnerships - established events, such as the Cape to St Helena Yacht Race, St Helena's Day, Festival of Lights, Carnival and the Festival of Walking. Develop additional products in line with the Tourism Strategy
15. Oversee analysis of data from the visitor survey; the questions, sample size and submissions shall be agreed with SHG's Statistics Office, which will have access to the survey data records.



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16. Manage, or have input into and oversight of, contracts such as the PR and Marketing representation contracts, the Post Box Walks maintenance contract and those contracts for work under the TDP, such as projects to improve tourism infrastructure.
17. Establish and maintain positive and proactive working relationships with members of the tourism and hospitality sectors, public and private organisations, NGOs and other stakeholders from the wider community in efforts to attract, support and develop tourism for St Helena. Develop and manage programmes designed to promote public interest, confidence and support for Tourism.
18. Be responsible for all outreach and communication with local businesses to collect information for inclusion in any publications and informational materials held at the Tourist Office and/or online. Responsible for ensuring the team maintain and swiftly update online information about local businesses including contact information and hours of operations to ensure information is up-to- date and responsible for publication of both hard copy publications such as maps or guides as well as online information.
19. Respond to questions and concerns from visitors, the general public, media, event organisers, business owners, contractors, vendors and outside agencies; provide information as appropriate and resolve public service or operational complaints; establish and maintain a positive customer service orientation within Tourism. Provide information to the public and speak before private and public groups to share information and obtain comments and suggestions.
20. Have a finger on the pulse of the industry and identify large scale societal and business trends and apply them to deliver more value to stakeholders. Leverage market trends and consumer demands to guide product development initiatives, areas could include but not be limited to: adventure tourism; sports tourism; dark tourism; astrotouof rism; ecotourism; Meetings, Incentives, Conferences & Events (MICE) tourism; Scientific, Academic, Volunteer, Educational (SAVE) tourism; yachting; and the cruise industry.
21. Work closely with the tourism and marketing teams to provide comprehensive marketing materials, precise product information, and effective promotional tools and resources for sales and marketing initiatives. Facilitate their ability to convey the destination's value proposition accurately and persuasively.
22. Work closely with the marketing team to develop and support digital marketing campaigns designed specifically to highlight the unique offerings of the destination to travel trade. Collaborate on the development and dissemination of persuasive POS materials such as displays, signage, and brochures. These materials bolster product visibility, generating heightened awareness and interest among target audiences.
23. In collaboration with the Senior Marketing Manager, Head of Communications and with oversight from the Director of Economic Development, work with contracted PR companies and marketing partners to craft campaigns that resonate with target audiences and result in heightened destination visibility and desirability.



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- 24. Manage Tourism’s recurrent budget and the TDP’s budget, ensuring value for money.
- 25. Work closely with the marketing, tourism and economic development teams to ensure all work undertaken aligns with tourism-related budgets, strategies and plans. Input into and support the Economic Development Directorate’s wider plans and strategies and offer information and opinions to support decision making.
- 26. Manage and develop self and others to improve personal and team performance and deliver successful outcomes against plans and objectives.
- 27. Responsible for the effective management and timely resolution of people management issues which may include acting as Investigating Officer or Hearing Manager. Completing Manager Self Service (HR21) processes where appropriate.
- 28. Manage the efficient and effective use of resources to support activities and to achieve section and service objectives. Support the annual Medium Term Expenditure Framework (MTEF) process.

## Special Conditions

Out-of-hours work in order to meet the needs of the role. Working flexibly to deliver 35 hours work a week.

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
<b>Professional Development:</b> Required Professional Competency standards met	ii
<b>Planning &amp; Delivery of Work:</b> Effectively structures service unit to deliver key objectives and obtain and allocate resources. Defines a balanced set of targets and measures aligned to strategic/service plans.	v
<b>Analysis and use of Information:</b> Interprets complex written information. Assesses the validity, relevance and limitations of different sources of evidence, and generates a range of options and appraises them based on evidence available.	iv
<b>Decision Making:</b> Influences the organisation’s strategy by utilising internal and external resources. Delivers influential advice and briefings. Focuses on outcomes irrespective of the source of the challenge. Sets strategies to support a diverse workforce.	v
<b>Working with Others:</b>	iv



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Manages relationships with key stakeholders by utilising a high level of understanding of own and other's behaviours. Develops relationships with key stakeholders. Influences key stakeholders on issues relevant to the organisation. Creates an environment which will enable delivery of shared policy outcomes.	
<b>Communication:</b> Promote effective communication across the organisation and ensure the organisation's priorities are clearly understood by all.	v
<b>Influencing and Persuading:</b> Influences the organisation's strategy by utilising internal and external resources. Delivers influential advice and briefings. Focuses on outcomes irrespective of the source of the challenge. Sets strategies to support a diverse workforce.	v
<b>Dealing with Change:</b> Directs and drives organisational change in line with the wider strategic needs	v
<b>Continuous Improvement:</b> Creates an environment where employees and colleagues work to improve the way things are done. Manages own development and performance; identifies own mistakes and takes constructive action when required.	iv
<b>Managing Resources:</b> Sets corporate directives and ensures resources are allocated and used to meet key priorities, including developing long-term strategies to achieve this. Ensures that others buy in to corporate goals and functions.	v



## PERSON SPECIFICATION

Criteria	Essential / Desirable	Application Form	Selection Process
<b>Qualifications:</b>			
Tertiary degree in Tourism, Marketing, Business Management, Sales or related field.	E	√	
<b>Knowledge &amp; Experience:</b>			
Extensive proven experience in tourism marketing, hospitality, tourism management, or related field.	E	√	
A deep understanding of St Helena as a tourism destination	E		√
Experience working with travel trade partners: tour operators, travel agents and travel media.	E	√	
Strong project and campaign management experience	E	√	√
Sound financial budget development and management experience in relation to budgets	E	√	√
<b>Skills and Abilities:</b>			
Self-motivated, highly focused, driven to achieve outcomes.	E		√
Excellent interpersonal skills, able to communicate effectively and professionally	E		√
Excellent verbal and written communication and editing skills, including public speaking, presentation skills and event organisation.	E	√	√
Highly organised, plans and prioritises well with attention to detail.	E		√
Personal resilience – able to operate in a dynamic and changing environment, be resourceful and problem solve 'on the fly'	E		√
Confident in using ICT systems relevant to role, including Management Information Systems and MS Office	E		√
Highly proficient in market research and data analysis	E		√
Able to work independently for long periods	E		√
<b>Other:</b>			



# **PERSON SPECIFICATION**

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## **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.

## **Professional or Career Progression Cadre Competency Framework**

*N/A*