



JOB PROFILE

Post Title:	Tourism Officer
Portfolio:	Economic Development
Responsible to:	Head of Tourism
Responsible for:	N/A
Grade:	D

Job Purpose

To improve the lives of all within our community and help the island thrive by delivering a quality tourism and business experience, and encouraging and supporting people to live, work and visit St Helena Island.

The key role of the Tourist Office is to provide information to visitors and local residents on St Helena and promote quality experiences. This information comprises of things to see and do, where to stay, where to eat, where to shop and how to get somewhere, as well as what services are available.

Main Duties and Responsibilities

1. Consistently deliver a professional, public facing service that meets client needs, providing information on local history and current affairs. The Tourist Office should be an exemplar of customer service.
2. Implement the actions of the Tourism Recovery Strategy 2022-24.
3. Ensure a wide awareness of St Helena is created on a global scale in line with the Island's Tourism (Marketing) Strategy, with a focus on the key elements: history and heritage, ocean, nature and people.
4. Promote a sense of pride in the Island and openness towards attracting persons to live, work and visit St Helena to ensure the positive proliferation of 'brand St Helena'.
5. Facilitate a quality and value for money visitor experience and ensure a positive and enjoyable experience for all visitors by, for example, collecting and analysing feedback and scores from the tourism exit survey and online booking platforms (like Trip Advisor), analysing statistical data and tracking accommodation occupancies, tour operator engagement and conversion rates.
6. Collect and collate information to help track tourism progress (e.g. visitor statistics, marketing tracker, feedback from tourism service providers and tour operators, etc.)



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7. Promote, with impartiality, all travel agents, tour operators and destination management companies advertising St Helena packages. Assist journalists in their enquiries.

8. Work with Head of Tourism, Tourism Manager and Marketing Manager to promote festivals and events in St Helena and to promote and manage (with partners) regular and one-off celebration and promotional events that supports tourism activity.

9. Assist with the promotion and organisation of events that could include: regular liaison with event organisers and stakeholders, and gathering feedback. Maintain the calendar of events for promotion and promote events through the service and associated marketing platforms.

10. Support all marketing efforts that fall under the remit of 'Sustainable Development' to create a wide awareness of St Helena on a global scale in line with the relevant strategies:

- Promote St Helena as a destination for Digital Nomads to live, work and visit in line with St Helena's Labour Market Strategy and Digital Strategy;
- Promote St Helena as a destination for volunteer and working holidays to target audiences (e.g. gap year students and recent university graduates, seasonal workers, academics on sabbatical and other visiting experts and artists or entertainers) in line with St Helena's Labour Market Strategy;
- Promote St Helena as a destination to do business and invest in.

11. Support the development of the destination's tourism product, undertaking work that will for example:

- Improve the island's accommodation offering, increasing the destination's total room inventory and increasing the number of bed nights.
- Improve the island's hospitality services
- Improve the island's transport services
- Increase the number and type of tours and activities
- Develop infrastructure for yacht persons
- Utilise NGOs and private sector entities to develop and maintain tourism infrastructure, e.g. Post Box Walks and footpaths
- Support website maintenance
- Facilitate the visitor exit survey
- Develop and maintain the Post Box Walks & Footpaths

12. Provide support in actions that will help achieve the SEDP objectives relating to tourism, e.g. working with accommodation providers and tour operators.

13. Undertake actions that will help increase the number of Tour Operators selling St Helena including those aligned with novel and niche markets.

14. Maintain and update a detailed business information directory (tourism and hospitality services).



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15. Update information packs and supporting collateral for travel and tourism professionals, for example, tour operators and travel agents, including developing itineraries and making arrangements for tour operators and agents.

16. Support the Head of Tourism and Tourism Manager to ensuring information to visitors:

- Covers all available services;
- Can be accessed in person, online, by email or telephone;
- Is available at the Tourist Office during regular opening times, which could include the evening after the arrival of any commercial flights;
- Is available in English, French, and other languages where targeted (written information), the office will be expected to utilise translation technology for interactions in person when fluency in language is not available. Translation technology (Google translate or other) should be used where necessary.

17. With training, be able to represent St Helena Tourism at overseas travel shows, B2B and B2C.

Special Conditions

Out-of-hours working in order to meet the needs of the Service. Working hours are flexible but the Tourist Office must be provided on Monday, Tuesday, Wednesday, Thursday, Friday 8:30am to 4:00pm; Saturday 9:00am to 12:00pm or 6:00pm to 8:00pm on flight days (normally Saturday plus Tuesdays during peak months).

Represent the Tourist Office at St Helena Airport to conduct visitor exit surveys, meet and greet new arrivals whilst providing information (normally on a Saturday or Tuesday or both during peak months).

This role will require the ability to be flexible and adaptable and able to work in uncertain or ambiguous conditions.

Might be required to deal with irate and awkward customers, members of the public, etc.

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.



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Core Competency Framework

Competency	Level
Professional Development: Required Professional Competency standards met	ii
Planning & Delivery of Work: Plans and organises work to meet individual, team and directorate/departmental objectives whilst achieving quality and value for money. Identifies information needs and ensures they are delivered in a timely and effective manner.	iii
Analysis and use of Information: Outputs, including the evaluation of policies, projects and programmes are evidence based and decision making and solutions are established by interpreting trends.	iii
Decision Making: Solves problems that have significant short-term implications for the directorate and assesses the impact of decisions made. Decisions are formed based on trends, patterns and causes rather than just symptoms and is evidence based and made in compliance with policy guidelines.	iii
Working with Others: Engages effectively with Senior Managers and other stakeholders using a range of communication mechanism, and shares and implements good practice with all.	iii
Communication: Varies language and content by explaining and using examples to ensure understanding of audience. Highlights key points for summary from details and complex documents.	iv
Influencing and Persuading: Encourages, provides and is receptive to constructive feedback to improve performance of self and team. Remains constructive when disagreeing or challenging and ensures alternative approaches to work are effective in meeting the organisation and individual needs.	iii
Dealing with Change: Supports colleagues through periods of change by promoting goals or new initiatives, and new ways of doing things. Is responsive to constructive feedback and addresses obstacles to change.	iii
Continuous Improvement: Sets SMART objectives for team and evaluates them and where necessary motivates team members to improve and develop their performance.	iii
Managing Resources: Ensures team members understand key issues affecting their work and their role within SHG and tackles poor performance promptly.	iii



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Criteria	Essential / Desirable	Application Form	Selection Process
Qualifications:			
A Level 4 or above qualification in a relevant subject – such as Tourism, Management, Business Administration etc. or equivalent level of demonstrable attainment or experience	E	√	
Level 1 or above qualification in a subject such as French, German, Chinese, or other language or equivalent level of demonstrable attainment or experience	D	√	
Knowledge & Experience:			
Considerable experience in delivering high quality customer focused services and customer service	E		√
Good knowledge of St Helena’s visitor attractions, including walks, heritage and history.	E		√
An understanding of how to manage, resolve and escalate enquiries and pass on information promptly	E		√
Experience working independently with limited direction, building professional relationships, and working with a wide range of stakeholders	E		√
Be knowledgeable of the local history and current activities.	E	√	√
Experience of analysing and interpreting information to develop solutions or solve problems	E	√	√
Experience living, travelling or working internationally and/or working with other cultures	D		√
Skills and Abilities:			
Excellent written and verbal communication skills. Can interpret policy and procedures	E	√	√
Confident in using ICT systems relevant to role, including Management Information Systems and MS Office	E		√
Able to plan, manage and review tasks	E		√
Excellent interpersonal skills, communicates professionally and develops constructive working relationships	E		√
Excellent time management and planning and organisation skills	E		√
Able to support changes in service provision in a	E		√



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positive and constructive manner			
Proficient at assessing problems and determining the most appropriate action	E		√
	E		√
Other:			
Willingness to work flexibly	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.

Professional or Career Progression Cadre Competency Framework

Not Applicable.