

Northumberland County Council

JOB DESCRIPTION

Post Title: Tourism Administrative Product Development Assistant – Visit Northumberland		Director/Service/Sector Place and Regeneration – Economic Development and Growth Directorate Tourism/Economic Development and Growth		Office Use
Band: 4		Workplace: County Hall, Morpeth		JE ref: 4505 HRMS ref:
Responsible to: Tourism Marketing and Partnerships Manager		Date: December 2024	Lead & Man Induction:	
Job Purpose: Manage and organise and deliver the provision of an efficient and effective Visit Northumberland partnership programme to support the sustainable growth of the Northumberland visitor economy.				
Resources	Staff	A team of support and ancillary staff.		
	Finance	Accounting for income generation and expenditure against allocated budgets and assist with fund raising.		
	Physical	Careful use of PC and Customer Relationship Management systems. Shared responsibility for office equipment. Handling and processing significant bodies of corporate data and accounting of expenditure against specified budgets.		
	Clients	Northumberland visitor economy businesses.		
Duties and key result areas: 1. Assist the Tourism Project Support Officer to administer the annual programme of retention, renewal, and identification of new partners to the Visit Northumberland partnership programme, providing clear guidance and respond to specific enquiries quickly, efficiently, and accurately.to achieve service objectives and quality standards. 2. Manage a coordinated renewal programme, delegating work appropriately, providing clear guidance and motivating staff to achieve service objectives and quality standards as necessary. 3. Assist the Visit Northumberland partnership and product development team to contribution to budget and project planning processes, monitoring progress against plans throughout the year with a view to achieving set business objectives. 4. Ensure that database records on the Customer Relationship Management system are maintained and management information systems that support the aims of the service and the organisation. 5. Manage and operate information systems such as service, client or asset records, booking systems and reference materials in a manner that ensures accuracy, confidentiality, rapid access and ease of use. 6. Individually and as part of the team assist in the delivery of business engagement messaging, communications and opportunities through Visit Northumberland’s established business to business communications channels general administrative support; development, preparation and distribution of partner welcome packs, certificates and other associated documentation in accordance with corporate and service standards. 7. Assist with more complex support work such as identification of new tourism product development projects and services, business development advice and engagement with Visit Northumberland TXGB distribution channel or as instructed. 8. Provide support for specific professional, service led or high profile projects acting as a point of contact on sales and partnership matters both internally for all Visit Northumberland staff and externally for partners as directed. 9. Pro-actively sell partnership benefits to new and existing partners to achieve and exceed monthly and annual targets. Respond to more complex or detailed enquiries both verbally and in writing.				

10. Arrange meetings, build and maintain relationships with partners by account managing and nurturing key partners and providing support to other partners as requested.
11. Arrange events and organise accommodation and travel for identified service needs as requested.
12. Assist in funding raising activities to support the growth of partnership income levels and relevant income generating opportunities and liaise with internal and external partners as required.
13. Contribute to budget and project planning processes and process accounts for payment, monitoring progress against plans throughout the year with a view to achieving set business objectives and liaise with suppliers as necessary.
14. Ensure care and reconciliation of and respond to specific enquiries quickly, efficiently, and accurately.
15. Assist the Tourism Project Support Officer to respond to specific enquiries quickly, efficiently, and accurately, dealing with external sources (clients, suppliers, public, other public bodies) resolving non-routine or contentious issues.
16. Prepare material for committees, working groups, team meetings.
17. Maintain and operate information systems such as service, client or asset records, booking systems and reference materials in a manner that ensures accuracy, confidentiality, rapid access and ease of use.
18. Undertake any other duties and responsibilities consistent with the nature, level and grade of the post.

Work Arrangements

Physical Requirements:	Sedentary office work with occasional need to stand, walk and lift
Transport requirements:	Involves travel to other service locations or training/meeting venues throughout the County and further afield on occasion.
Working patterns:	Predominantly office based, hybrid, normal office hours but flexible working hours may apply. Weekend working on occasion, and
Working conditions:	possible attendance at evening events.

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PERSON SPECIFICATION

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Essential	Desirable	Assess by
Qualifications and Knowledge		
A good general education demonstrating numeracy and literacy. NVQ Level 3 or equivalent in a business related discipline	NVQ Level 4 or equivalent in a business related discipline. Relevant tourism and/or marketing qualifications or experience. Knowledge of the Northumberland area.	
Experience		
Considerable experience in a similar role covering a broad range of support tasks and procedures. Managing a complex workload and monitoring and meeting deadlines. Previous experience of sales and negotiations. Experience in using office applications on a personal computer.	Experience of working in travel and tourism. Experience of working in a Partnership setting. Experience of working with local and/or national government.	
Skills and competencies		
Writes clearly, succinctly and correctly. Understanding of business to business communication channels and social media techniques. Ability to organise self and work without constant supervision. Skilled in using office applications on a personal computer. Able to apply technology in new work-related situations. Able to follow instructions and procedures without constant supervision. Ability to form appropriate relationships quickly. Works in a systematic and orderly manner. Knowledge of a broad range of work related tasks and procedures together with the operation of associated tools and equipment.	Advanced skills in Microsoft Office. Able to quickly and accurately manipulate numerical data using arithmetic functions.	
Physical, mental, emotional and environmental demands		
Usually works in a seated position. Some standing, walking, stretching or lifting. Regular periods of concentrated mental attention with some pressure from deadlines, interruptions and conflicting demands. Contact with the public may result in some emotional demands. Minimal exposure to disagreeable, unpleasant or hazardous conditions.		
Motivation		
A commitment to providing a quality administrative support service. Reliable and keeps good time. Demonstrates integrity and upholds values and principles. Promotes equal opportunities and diversity in all aspects of work.		

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Appropriately follows instructions to achieve set objectives. Works collaboratively to achieve team spirit. Adapts to change by adopting a flexible and cooperative attitude.		
Other		

Key to assessment methods; (a) application form, (i) interview, (r) references, (t) ability tests (q) personality questionnaire (g) assessed group work, (p) presentation, (o) others e.g. case studies/visits