

JOB DESCRIPTION: A VISITOR CHAMPION FOR WAKEFIELD

WAKEFIELD – THE POTENTIAL TO BECOME A LEADING CULTURAL DESTINATION IN THE NORTH OF ENGLAND:

Wakefield's outstanding cultural and visitor offer has the potential to become an important national and international cultural destination for the north of England.

We are already recognised as having a quality, world class cultural offer supported by a rich and diverse artistic community. We boast major attractions like the Yorkshire Sculpture Park, The Hepworth Wakefield, the National Coal Mining Museum and the National Trust at Nostell. We are also proud to be home of a diverse range of arts and cultural organisations such as the Theatre Royal Wakefield, Unity Works, The Art House, Beam, One to One Development Trust and the recently opened West Yorkshire History Centre. Our local council acts as the lead as the Destination Management Organisation and supports the running of Experience Wakefield, the online visitor information site for the district.

However, we feel that we need to do more work to strengthen the way we work together to grow the visitor economy and to advocate the role culture plays in the future prosperity of Wakefield and the wider region. With the support of Arts Council's Cultural Destinations funding we are now working together towards achieving this aspiration and have established the Wakefield Cultural Consortium to take on a lead role in delivering this.

The Consortium is a partnership between culture, tourism and the wider business sector to promote Wakefield as a leading cultural destination. Together we are planning to deliver a range of strategic and research activities, develop new products and undertake promotional campaigns for growing visitor economy and embedding culture within the district's ambitions for economic growth, jobs and improved skills. We expect this to result in creating greater sustainability and more resilience for our cultural organisations and tourism businesses.

WAKEFIELD CULTURAL CONSORTIUM:

The Wakefield Cultural Consortium was established in June 2015 to be a partnership of Wakefield based cultural organisations, the Council and local businesses to work together to promote the district as a quality and regionally important cultural destination. Founding Consortium members include: *Beam, Cognitiv, Faceless Arts, One to One Development Trust, National Coal Mining Museum, Nostell, The Art House, Theatre Royal Wakefield, The Hepworth Wakefield, Unity Works, Wakefield Arts Partnership, Wakefield Council, Wakefield College, Xscape, Yorkshire Sculpture Park.*

The Consortium was successful in January 2016 in securing Arts Council Cultural Destinations funding to deliver a three year programme (2017-2020) to promote Wakefield as a leading cultural destination. This will be achieved by delivering a range of strategic activities from developing new products for growing the visitor economy to embed culture within the district's ambitions for economic growth, jobs and improved skills. The outcome of the investment will result in greater sustainability and resilience for the district's cultural organisations and visitor economy.

PURPOSE OF THE ROLE:

We are looking for an inspirational and passionate advocate who is able to promote the value and importance of Wakefield's culture and visitor economy directly with local people and influence regional and national stakeholders and agencies to support Wakefield's aspirations to be a leading cultural destination in the north of England. You will provide the necessary strong leadership, business acumen, excellent networking and influencing skills and a passion and drive to help build Wakefield's profile and the Consortium's leadership role at this critical point in its development providing a legacy for its future success.

You will work on a part time basis providing at least **26 days (or 208 hours)** over a **12 month period** for a total fee of no more than **£13,000** plus reasonable travel expenses. You will be appointed on a freelance capacity and you will be responsible for your own tax and VAT.

SUMMARY OF THE ROLE:

The Visitor Champion for Wakefield will:

- have a proven and demonstrable ability to manage the diverse membership of the Consortium to achieve effective group working to establish and articulate a clear long term vision
- bring strong leadership, business acumen, excellent networking and influencing skills and a passion to build the profile of Wakefield as a cultural destination and increase inward investment to the city
- be seen as being independent from the individual organisations who are member of the Consortium
- promote and be an advocate for the Wakefield Cultural Consortium and its mission
- provide support in identifying potential funding sources and investment as appropriate
- establish relationships with key local, regional, national and international organisations and businesses as appropriate

KEY OUTCOMES:

The Visitor Champion for Wakefield will have delivered the following outcomes:

- to have acted as the Chair of the Consortium for 12 months (bi-monthly) before handing over the role to an elected Chair before the end of your period of work
- to have established the clarity of vision for the direction of the Consortiums work for the next four years
- to have created and embedded effective partnerships and networks for the Consortium to actively build on in future years
- to have strengthened the Consortium members' understanding of their roles and responsibilities in building the Consortium's long term resilience
- to have started to raise the profile of Wakefield as a cultural destination at a local, regional and national level

SUPERVISION:

The Visitor Champion is responsible to the Wakefield Cultural Consortium Board and support services (eg fee payment, travel claims etc) provided by Beam.

KEY RELATIONSHIPS:

1. Wakefield Cultural Consortium Board members
2. Businesses, organisations and agencies as agreed/identified by the Consortium
3. Wakefield Council
4. Arts Council England
5. Welcome to Yorkshire and Visit Britain

SKILLS AND KNOWLEDGE:

The Visitor Champion must demonstrate the following:

1. A considerable and proven level of experience and knowledge in work relating to the arts and culture and/or within tourism business and the visitor economy
2. Strong and proven strategic thinking and management capacity and leadership
3. Formal qualifications or significant equivalent experience and knowledge
4. A broad understanding about the policies, practices, networks, and issues relating to:
 - Arts and culture
 - Tourism and the visitor economy
 - Business
 - Local government and regional agencies (eg Local Economic Partnerships etc)
5. It would be desirable for the Visitor Champion to have:
 - A passion for Wakefield
 - Local knowledge
 - Expertise in public relations

VISITOR CHAMPION COMPETENCIES:

1. ***Making Things Happen*** – Delivers results in line with strategic plans by agreeing challenging objectives for self and Board members. Has and inspires in others a 'can do, will do' approach, demonstrating energy and tenacity to achieve high standards.
2. ***Strategic Thinking and Action*** – Able to think and plan strategically and laterally in order to perceive and assess opportunities and quickly shape it into effective action.
3. ***Influencing*** – Uses the most appropriate and effective communication medium to persuade others to her/his viewpoint and undertake particular actions. This involves excellent verbal and writing skills, and the ability to quickly build effective relationships combining the skills of negotiation and compromise.
4. ***Collaboration*** – Works with others to accomplish objectives by respecting the needs and contributions of those involved. Sets high standards for self and other members, taking pride in work and being clear about accountabilities. Supports others and develops harmony and good working relations.
5. ***Networking*** – Displays the capacity to extend the company's profiles and business opportunities through effective engagement with appropriate individuals, groups, and organisations in a range of contexts.

6. **Personal Impact** – Creates a favourable and professional impression that inspires confidence and commands respect. Acts as a source of advice and support, providing and seeking feedback, encouraging learning and maintaining a professional approach to personal conduct.
7. **Business Awareness** – Ensures that own activities are focused to deliver best value for the consortium. Seeks opportunities to improve what is achieved and the way it is delivered.

TIMESCALE

Deadline for applications: 12noon Tuesday 2 May 2017

Interviews and appointment: Thursday 18 May:

The Visitor Champion will be appointed for a 12-month period commencing no later than **September 2017**.

APPLICATION PROCESS

All candidates are requested to send the following to Kate Watson by email: kate@beam.uk.net

- A covering letter detailing their interest in the position and relevant experience
- A copy of their CV