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## **Coast Meets Country – Collaborative Tourism Project Leading Sustainable Change for a Flagship Destination**

Position: Flexible Part Time Tourism Project Manager (10 months fixed term contract)

Location: Home Working [based in East Devon]

Consultancy: 45 days across 10 months @ £250 per day

Start Date: 1<sup>st</sup> January 2023

Project End Date: 31<sup>st</sup> October 2023

Job reference: IRF PM2

Sidmouth is a prestigious seaside resort on Devon's Jurassic coast and the second largest of seven towns in East Devon. We aim to become a regional leader and innovator in sustainable and responsible tourism, enabling our businesses to target new markets in response to changing market conditions and visitor preferences and to carefully steward our natural environment. This aligns with East Devon District Council's tourism strategy, which seeks to make East Devon a leading destination where businesses thrive and grow through a commitment to Net Zero, accessibility and collaboration.

Sidmouth Town Council is the first tier of local government in this area and is the lead partner in a new collaborative tourism project grant funded by the Innovation and Resilience Fund (East Devon District Council) which aims to create a sub-regional identity for the area and improve the resilience of the tourism sector by nurturing and growing responsible tourism practices in the five towns and across East Devon, using Sidmouth as a pilot for sustainable tourism. Working with global leader, the Travel Foundation, we want to understand and engage businesses who are already pioneering best practice, extend best practice across the sector and market our town as a leading sustainable destination. Working with key stakeholders we will develop a destination level Carbon Action Plan which will provide a blueprint for sustainable tourism for the next 10 years and be capable of being rolled out to other towns and destinations within East Devon.

The Council is looking to appoint a consultant to manage the project working with Sidmouth Town Council and the Project Steering Group. The partners are the town councils of Sidmouth, Ottery St Mary, Honiton and Seaton and Budleigh Salterton Chamber of Commerce. In this second phase of the project the focus will be on developing and enabling tourism, hospitality and retail businesses to showcase and enhance sustainable practices. This will be delivered through a collaborative framework guided by sustainable tourism specialists co-created with local tourism sector providers. We are looking for a project manager who is excited to be part of creating positive sector change at a local level.

We are looking for someone with project management experience who understands climate change action and has a commitment to sustainable tourism, for an immediate start.

You will have an exceptional talent at coordinating and communicating with a range of stakeholders across local authorities, business and marketing to provide clarity and attention to achieving the goals of the project. The project is fully developed and project activities to December 2022 are anticipated to be delivered on budget and on time. (please see the IRF Project Synopsis document). The project manager consultant role is: to coordinate and support the suppliers to the project to deliver the activities, [including marketing and establishing an online shopping platform]; to liaise and communicate with project partners, stakeholders, civic groups and local businesses; to map and assist in promoting existing best practice in sustainable tourism in Sidmouth; to encourage commitment to sustainability among new businesses, including through peer to peer business mentoring and co-ordinating training; to provide support to suppliers in producing a destination-level Carbon Action Plan for tourism in Sidmouth; to drive the project forward to ensure delivery and to deliver the required project documentation including narrative and financial reports.

### **The Consultancy Role**

The work includes managing the project delivery plan and ensuring that the project activities are delivered on time and in budget to a high quality. The role will also entail preparation of agendas, minutes and project reports in line with funding requirements both narrative and financial. You will attend Steering Group meetings to provide project updates and lead other meetings to coordinate work with suppliers including sales, marketing and video production.

The role will entail close working with the four main suppliers to the project who are experts in their field and whose work will intersect; **1. Ignyte Ltd** are responsible for destination marketing and web development, including creating new webpages that will showcase sustainable practices in Sidmouth as well as creating an online shopping facility through which local producers can sell their products. **2. Simon Vacher Films** will produce a film to support the promotion of sustainable tourism in Sidmouth and the surrounding area. **3. The Travel Foundation** will lead a sustainability programme, working with businesses through training and the development of carbon action plans – this component will be piloted by Sidmouth.

Communication and liaison with local businesses to organise consultation and training events will be key alongside effective administration for the duration of the project. The position is fixed term for 10 months with flexible hours totalling 45 days work.

Most administrative working will be from home and you will be expected to have a home PC/laptop with email access, and be a highly effective user of Word and Excel and project management tools. You will need to be flexible in your working hours to be able to attend steering group and other meetings in and around Sidmouth, and elsewhere in East Devon. There is an expectation that the post holder will be able to work independently and flexibly to ensure the project is delivered.

An application form is included below in this pack.

Closing date: **Noon on Friday 16<sup>th</sup> December 2022** and in-person interviews at Sidmouth Town Council offices [or by Zoom if necessary] will take place in the week commencing **Monday 19<sup>th</sup> December 2022**. We will acknowledge receipt of your application, but if you have not heard further from us within 3 weeks of the closing date, please assume you have not been successful in securing an interview on this occasion.

**Responsible to:** Tourism Project Steering Group Co-Chairs and Town Clerk

**Responsible for:** No supervisory responsibility

**Person Specification: Tourism Project Manager. Job Ref.: IRF PM2**

*Project Manager Job Description*

- Coordinate internal resources and third parties for the successful execution of the collaborative tourism project
- Ensure that the project is delivered on-time, within scope and within budget
- Ensure resource availability and allocation in line with the grant funding agreement
- Manage and where necessary revise the project plan to monitor progress
- Manage any adaptations to the project schedule to ensure delivery
- Measure performance using appropriate project management tools and techniques
- Report and escalate to management as needed
- Manage the relationship with the partners, suppliers and relevant stakeholders
- Establish and maintain relationships with third parties/businesses
- Identify leading sustainable businesses and encourage them to work with peers to grow best practice
- Liaise closely with appropriate Sidmouth Town Council staff to ensure financial record keeping is in line with the funders' requirements and statutory obligations of the council
- Perform risk management to minimize potential risks
- Create and maintain comprehensive project documentation
- Meet with clients/stakeholders to take detailed briefs and clarify specific requirements of each project activity
- Track project performance, specifically to analyse the successful completion of the project outcomes
- Meet budgetary objectives
- Develop comprehensive project plans to be shared with partners and others
- Develop spreadsheets, diagrams and process maps to document progress and plans
- Perform other related duties as assigned in relation to the project

***Project manager requirements:***

- Proven working experience in project management
- An understanding of climate change action
- A commitment to sustainable tourism
- Good working knowledge of East Devon preferred
- Excellent client-facing and internal communication skills
- Excellent written and verbal communication skills
- Solid organizational skills including attention to detail and multitasking skills
- Strong working knowledge of Microsoft Office
- Bachelor's Degree in appropriate field of study or equivalent work experience
- Experience with project management software tools

***Project Manager skills & proficiencies:***

- Developing and Tracking Budgets and Cost Control
- Project & Risk Management
- Planning
- Verbal Communication & Written Communication
- Leadership, Negotiation & Collaboration
- Detail-Oriented
- Critical Thinking & Analytical Skills



## Sidmouth Town Council Application for employment

Please type or write clearly in black ink. Use an additional sheet where necessary.

This form is available online at [www.sidmouth.gov.uk](http://www.sidmouth.gov.uk).

Please sign and return (marked Confidential) to: The Town Clerk, Sidmouth Town Council,  
Woolcombe House, Woolcombe Lane, Sidmouth, Devon EX10 9BB.

**Post Applied For: Tourism Project Manager (Consultant) 22/TPM01**

**Last name**

**First names**

**Address**

**Email address**

**Telephone numbers**

Home:

Mobile:

**If you have a disability please tell us about any adjustments we may need to make to assist you with the selection process.**

## Education and training

Please give details of qualifications achieved

Qualification (type & subject)	Name of school, college, university, etc.	Grade/level attained	Date achieved (mm/yy)

## Membership of professional bodies

Name of professional body	Level of membership	Date achieved Mm/yy

### Training:

Please give details of any training you have undertaken that may be relevant to the position applied for....

## Employment History

### Present employer

From	To	Name and address of employer	Post held and brief outline of duties	Present salary and scale/grade & reasons for leaving

**Previous employers/clients** – Most recent first. Indicate any gaps in employment and indicate what you were doing in that time.

From	To	Name and address of employer	Post held and brief outline of duties	Salary and scale/grade & reasons for leaving

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**Please tell us why you consider you are a suitable candidate for this appointment by referring to the Project Manager requirements, skills and proficiencies.**

**Can continue on a separate sheet if necessary (max 500 words)**

**Outside interests:**

**Are you related to any council Member or employee?** (If so give details)  
(NB Failure to disclose such a relationship and/or canvassing will disqualify)

**Rehabilitation of offenders**

Have you ever been convicted of or are you currently charged with any criminal offence?

Delete as appropriate      **YES / NO**

If YES please give details below

<b>Date of conviction</b>	<b>Offence</b>	<b>Sentence</b>



## Referees

Two references are required including one from your recent employer.

First reference	Second reference
Name	Name
Address	Address
Tel no.	Tel. No.
Email	Email
How long have they known you?	How long have they known you?
In what capacity?	In what capacity
Can the person be contacted prior to interview (please delete as appropriate) Yes / no	Can the person be contacted prior to interview (please delete as appropriate) Yes / no
Notice to be given to terminate present employment?	
Please indicate where you saw the advertisement for this post:	

**I can confirm that the information provided is correct to the best of my knowledge. I accept that providing deliberately false information could result in my dismissal.**

Signed..... Date.....