


<b>Profile Title:</b>	Head of Culture and Visitor Economy	 <b>BARNSLEY</b> Metropolitan Borough Council				
<b>Reports to:</b>	Service Director					
<b>Employee Supervision:</b>	6 Manager 57+ employees	<b>Grade:</b>	16	<b>Profile Ref:</b>	71783	
<b>Purpose of the Post</b>						
To lead and manage the Council's Culture and Visitor Economy functions, ensuring successful delivery in line with the Council's corporate priorities						
<b>Responsibilities</b>						
<ul style="list-style-type: none"> <li>To lead and manage a portfolio of activities to maintain and enhance the borough's culture and visitor economy functions</li> <li>To ensure the delivery of a high quality, customer-focussed museum, arts and archives service</li> <li>To work with partners within the Visitor Economy sector to increase visitor numbers and visitor spend</li> <li>To work collaboratively with other Council service areas to deliver Culture and Visitor Economy objectives</li> <li>To provide professional advice to the service director (designate), executive director (designate) and the Council on all aspects of the strategic and operational delivery of the service</li> <li>To proactively develop the service and its functions in a manner which builds and effectively engages the private and public sectors in the delivery of the Council's key objectives</li> <li>To lead the review and development of the Council's culture and visitor economy policies and strategies</li> <li>To maximise established external funding mechanisms and develop new and innovate funding approaches to the functions of the service</li> <li>To be responsible for the effective financial and budgeting management of the service including capital, revenue and external funding; to be accountable for the financial performance of the service</li> <li>To undertake any other duties commensurate with the role</li> </ul>						
<b>Education and Training</b>					<b>Measure</b>	<b>Rank</b>
<ul style="list-style-type: none"> <li>Level 7 postgraduate diploma/certificate in a relevant discipline</li> <li>Relevant project/programme management qualification</li> <li>Willingness to undertake the Councils Leadership Programme</li> <li>Relevant leadership/management qualification</li> </ul>					A/I	E
					A/I	D
					A/I	E
					A/I	D

<b>Relevant Experience</b>	<b>Measure</b>	<b>Rank</b>
<ul style="list-style-type: none"> <li>• Significant experience in leading a complex, high profile Culture and Visitor Economy Service</li> </ul>	A/I	E
<ul style="list-style-type: none"> <li>• Evidence of a strong track record of delivering outputs and outcomes in line with key organisational objectives</li> </ul>	A/I	E
<ul style="list-style-type: none"> <li>• Experience of establishing and developing strong partnerships, including with partners in the private sector, public sector and community sector</li> </ul>	A/I	E
<ul style="list-style-type: none"> <li>• Evidence of strong performance management experience</li> </ul>	A/I	E
<ul style="list-style-type: none"> <li>• Experience of policy development in the fields of Culture and the Visitor Economy</li> </ul>	A/I	D
<ul style="list-style-type: none"> <li>• Significant experience of working within a political environment</li> </ul>	A/I	E
<b>General and Special Knowledge</b>	<b>Measure</b>	<b>Rank</b>
<ul style="list-style-type: none"> <li>• Able to demonstrate a robust knowledge of the service area including identifying challenges and key opportunities</li> </ul>	A/I	E
<ul style="list-style-type: none"> <li>• Well developed procurement, commissioning and programme management skills</li> </ul>	A/I	E
<ul style="list-style-type: none"> <li>• Knowledge of alternative governance models/funding opportunities available within the Culture and Visitor Economy sector</li> </ul>	A/I	E
<ul style="list-style-type: none"> <li>• Highly developed entrepreneurial, business and commercial acumen</li> </ul>	A/I	D
<ul style="list-style-type: none"> <li>• Detailed understanding of legislation relevant to the service area</li> </ul>	A/I	E
<ul style="list-style-type: none"> <li>• The ability to interpret information and advise others in a professional capacity</li> </ul>	A/I	E
<b>Skills and Abilities</b>	<b>Measure</b>	<b>Rank</b>
<ul style="list-style-type: none"> <li>• Strong leadership skills and the ability to effectively manage resources (human, physical and financial) to meet the goals and objectives of the service and Council</li> </ul>	A/I	E
<ul style="list-style-type: none"> <li>• An exemplary communicator with highly developed networking, advocacy, oral, writing and presentation skills</li> </ul>	A/I	E
<ul style="list-style-type: none"> <li>• The ability to work at senior levels within the organisation and partnership arenas, sometimes in areas of tension and conflict</li> </ul>	A/I	E
<ul style="list-style-type: none"> <li>• Strong organisation and time management skills with the ability to work under pressure, being self motivated and able to use own initiative under minimal supervision</li> </ul>	A/I	E
<ul style="list-style-type: none"> <li>• An enthusiastic and effective ambassador for Barnsley with a strong commitment to improving the Council's service delivery</li> </ul>	A/I	E
<ul style="list-style-type: none"> <li>• A clear strategic and lateral thinker, able to be an effective decision maker in often challenging environments</li> </ul>	A/I	E
<b>Additional Requirements</b>	<b>Measure</b>	<b>Rank</b>
<ul style="list-style-type: none"> <li>• Willingness to work flexibly in accordance with policies and procedures in order to meet the operational needs of the Council</li> </ul>	A/I	E
<ul style="list-style-type: none"> <li>• Willingness to undertake training and continuous professional development in connection with the post.</li> </ul>	A/I	E
<ul style="list-style-type: none"> <li>• Willingness to work in accordance with the Council's vision, priorities, values and behaviours.</li> </ul>	I	E
<ul style="list-style-type: none"> <li>• Able to undertake any travel in connection with the post</li> </ul>	A/I	E