

## **Job Description**

### **Head of Leisure, Tourism, Heritage and Culture**

**Responsible to: Director of Education, Leisure and Lifelong Learning**

#### **JOB PURPOSE:**

1. As a member of the Council's Corporate Management Team, to contribute to the corporate leadership of the Council, ensuring the achievement of the Council's key objectives and strategies.
2. Provide strategic and inspiring leadership to the Council as a whole developing the Council's strategy for leisure tourism, heritage and culture to deliver on the Council's purpose, vision and strategic objectives as detailed in the Corporate Plan 2022-27.
3. Ensure that leisure, tourism, heritage and culture services are both provided and commissioned to meet statutory requirements and to achieve the highest possible standards of service delivery and constantly scrutinise and monitor performance to ensure the best possible outcomes for residents. To work with external and internal stakeholders to leverage investment that will make NPT an attractive place for people to live, work, learn and spend recreational time.
4. To establish effective working relationships with portfolio holders, Cabinet and other Elected Members in developing and implementing the Council's corporate and service objectives for the people of Neath Port Talbot.
5. To maximise opportunities through international, national, regional and local collaboration and service integration to deliver a sustainable and positive impact for current and future generations.

#### **SERVICE SPECIFIC RESPONSIBILITIES:**

##### **PORTFOLIO LEAD:**

1. To be the corporate lead officer responsible for the following functions: leisure, tourism, heritage and culture strategy; indoor and outdoor leisure services; libraries, archives, country parks, theatres, events, Aberavon Seafront and other visitor destinations, parks, PASS, corporate income generation and commercialisation strategy.
2. Work across the Council and with external partners to ensure the Council's strategic ambition set out in its corporate plan is fulfilled.
3. Set the strategic direction for Leisure, Tourism, Heritage and Culture in collaboration with internal and external partners.
4. Develop the Council's commercial strategy with a specific focus on drawing in investment and generating income to fund the Council's leisure, tourism, heritage and culture ambitions.

5. Work with external partners to develop pride of place across Neath Port Talbot, conserving and bringing to life the county borough's heritage and culture.
6. Develop relationships with funders to maximise investment in the conservation and promotion of heritage and culture.
7. Work with minority groups and wider stakeholders to ensure the contribution of all people to the heritage and culture of the county borough is fully recognised, appreciated and promoted.
8. Co-ordinate the Council's strategic and operational work to further develop its key visitor attractions, maximising the potential of these attractions to support the wellbeing of residents and to contribute to economic growth.
9. Ensure the effective transfer of services provided by Celtic Leisure back under the Council's management and control. Create a viable business plan to place these services on a financially sustainable footing which minimises the burden on the council tax-payer.

#### **LEADERSHIP AND MANAGEMENT:**

10. To ensure that accountable managers are aware of their Health and Safety Responsibilities and that mechanisms are in place across services to deliver health and safety requirements.
11. To meet the Council's statutory obligations under the Civil Contingencies Act 2004 by putting in place and keeping 'fit for purpose' business continuity plans.
12. To provide clear and visible leadership to all staff within the Division so as to establish and deliver clear strategies and programmes for service improvement
13. To provide personal leadership in ensuring high levels of motivation amongst all staff within the Division and actively encourage a culture of openness
14. To work with other members of the Council's Senior Management Team and contribute to Authority-wide policy, decision making and project management.

#### **CORPORATE AND PARTNERSHIP WORKING:**

15. To sustain by personal example the ethos of partnership working that characterises the Council's relationships with other service providers and the housing and voluntary sectors, locally, regionally, nationally and internationally.
16. To liaise and work with other agencies/partners and services across the Council to meet service objectives and maximise service delivery

#### **RESOURCE MANAGEMENT/FORWARD FINANCIAL PLANNING:**

- 17. To ensure cost-effective, higher quality services by effective challenge and on-going support
- 18. To implement and keep under annual review the Council's Forward Financial Plan, including rolling forward the Plan on an annual basis and annual budget routines, taking account of Welsh Assembly Government financial projections and the Council's priorities
- 19. To maximise external investment in the communities of NPT and services within the portfolio.

**CHANGE MANAGEMENT, TRANSFORMATION AND INNOVATION:**

- 20. To champion the management of change and effective corporate and collaborative working

**OTHER KEY PRIORITIES:**

- 21. To proactively implement the Council's Strategic Equality Scheme and Welsh Language Standards
- 22. To ensure that good governance principles are followed in respect of the Division's actions and services
- 23. To represent the Council and its interests on such external bodies as may be appropriate.
- 24. To cultivate a culture of "continuous learning" across the Division, open communication and the personal development of individuals

**OTHER:**

- 25. To undertake other related duties and responsibilities as they arise, including deputising for the Director of Education, Leisure and Lifelong Learning, as appropriate
- 26. The ability to speak Welsh is desirable

*This is an outline description of the job as it presently stands. The job description will be examined periodically and updated to ensure that it relates to the job as then being performed, or to incorporate whatever changes are proposed by the authority. Any such changes will be subject to consultation with the post holder. It will be the Authority's aim to reach agreement to reasonable change. However, if agreement is not possible, the Authority reserves the right to insist on changes, following consultation.*

**JOB DESCRIPTION AGREED BY:**

Employee \_\_\_\_\_

Date \_\_\_\_\_

Line Manager \_\_\_\_\_

Date \_\_\_\_\_

**NEATH PORT TALBOT COUNTY BOROUGH COUNCIL  
CYNGOR BWRDEISTREF SIROL CASTELLNEDD PORT  
TALBOT**

**CHIEF EXECUTIVE'S OFFICE**

**Person Specification –Head of Leisure, Tourism, Heritage and  
Culture**

**Introduction**

The purpose of this document is to enable you, as a candidate, to consider whether or not you have the attributes, which are required for appointment to this post. Please note that this document indicates those attributes that are considered to be **essential** to undertake the duties and responsibilities of this post and those that are merely **desirable**. If you do not possess any of the attributes that are **desirable**, this does not mean that you will not be considered for interview or subsequent appointment.

<b>SKILLS/ATTRIBUTES</b>	<b>ESSENTIAL/ DESIRABLE</b>	<b>EVALUATION METHOD</b>
<b><u>Qualifications and Experience</u></b>		
Degree or equivalent	<b>ESSENTIAL</b>	Application form, assessment centre and interview
A relevant professional qualification	<b>ESSENTIAL</b>	
A relevant management qualification or relevant experience	<b>ESSENTIAL</b>	
<b><u>Aptitude, Skills and Knowledge</u></b>		
The ability to keep track of and interpret national and other major developments in so far as they might impact upon the work of the Council and/or its partner organisations and to present these to Corporate Directors and Elected members in a timely, balanced and effective manner in order to maximise the capacity of the Council to lead events rather than react to them	<b>ESSENTIAL</b>	
Ability to give sound and firm advice to senior officers and Elected Members on leisure, tourism, heritage and culture	<b>ESSENTIAL</b>	

<p>strategy to secure the best means of achieving the Council's objectives.</p>	<b>ESSENTIAL</b>	
<p>Thorough and up to date understanding of legislation, statutory obligations and public sector issues which affect the provision and delivery of a quality service.</p>	<b>ESSENTIAL</b>	
<p>Ability to follow through on solutions / decisions until closure or resolution to ensure that are understood and implemented by others.</p>	<b>ESSENTIAL</b>	
<p>Develop effective commercial strategies to attract investment into the county borough</p>	<b>ESSENTIAL</b>	
<p>Leading programme and project boards</p>		
<p>A commitment to the Council's vision and core values, with the ability to work corporately in a complex changing environment and prioritise and manage current and future resources effectively, in accordance with Elected Members' wishes, and the Council's forward financial plan</p>	<b>ESSENTIAL</b>	
<p>The ability to provide inspirational leadership and motivate people at all levels within and outside the organisation and foster a positive organisational culture</p>	<b>ESSENTIAL</b>	
<p>The ability to manage organisational change, using creative and modern approaches to engaging and upskilling the workforce and wider stakeholders benefit services, people and communities in a practical way</p>	<b>ESSENTIAL</b>	
<p>Able to demonstrate high level strategic planning, financial and people management skills with sound knowledge of the operational imperatives in delivering safe and effective services</p>	<b>ESSENTIAL</b>	
	<b>ESSENTIAL</b>	

<p>The ability to take a personal role in leading and sustaining effective partnerships, working with a wide range of people and organisations</p> <p>A high degree of political awareness and sensitivity and an ability to command respect, trust and confidence in working with all councillors, staff, partner organisations, other bodies and communities</p> <p>The ability to establish a strong performance culture, including effective individual performance and to evaluate individual and service quality, so as to deliver best value and service improvements linked to service priorities</p> <p>Sensitivity to the needs of the media and sustaining the reputation of the Council</p> <p>Exceptional listening, communication and negotiation skills, including the ability to relate to people in an open and persuasive manner, both inside and outside the Council and to build trusting relationships</p>	<p><b>ESSENTIAL</b></p> <p><b>ESSENTIAL</b></p> <p><b>ESSENTIAL</b></p> <p><b>ESSENTIAL</b></p>	
<p><b><u>Equal Opportunities</u></b></p> <p>A clear understanding of equal opportunities and a personal commitment to proactively promote the Council's service delivery and employment equal opportunities policies as well as demonstrating a commitment to the Council's Welsh language objectives</p>	<p><b>ESSENTIAL</b></p>	
<p><b><u>Personal Attributes</u></b></p> <p>Personal resilience and energy and the ability to work to tight time-scales</p> <p>High motivation with an innovative, creative approach to problem solving and delivering change</p>	<p><b>ESSENTIAL</b></p> <p><b>ESSENTIAL</b></p>	

<p>A high degree of personal probity, honesty and integrity and commitment to the values of public service</p>	<p><b>ESSENTIAL</b></p>	
<p>An empowering style, valuing the contributions of others, with a personal commitment to encouraging continuous learning and a “can do” outlook</p>	<p><b>ESSENTIAL</b></p>	
<p>The ability to take difficult decisions when required to manage conflict positively</p>	<p><b>ESSENTIAL</b></p>	
<p>Ability to travel throughout the County Borough area and more widely for work purposes</p>	<p><b>ESSENTIAL</b></p>	
<p>The ability to work outside normal office hours when required in a range of formal and less formal settings</p>	<p><b>ESSENTIAL</b></p>	
<p><b><u>Other Requirements</u></b></p> <p>The ability to speak Welsh</p>	<p><b>DESIRABLE</b></p>	