

Customer Services Centre
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WORCESTER – BE PART OF THE RENAISSANCE HEAD OF VISITWORCESTER –

Worcester's Destination Management Organisation

SALARY £35,772 - £39,966. (pay award pending)

CLOSING DATE: 16th February 2007.

INTERVIEW DATE: 9th March 2007.



Worcester – the name conjures up an array of images. An historic city – a vibrant city – a riverside city – a sporting city. Worcester is all these things and more. It is a diverse city that treasures the old whilst reaching out to the future.

Worcester's many qualities combine to create a successful city that truly has something for everyone. Worcester is the County Town with all the activities befitting a sub-regional centre. The city is home to the University of Worcester, to businesses operating in a variety of sectors and sporting attractions including one the country's oldest horse racing courses, a world famous cricket ground and a premier league rugby union club.

This is the city where working hard and playing hard is equally acceptable and just as easily achieved. Worcester is set amid the countryside that inspired Edward Elgar. Small wonder Worcester is nationally recognised as a front runner for that most envied of attributes: sheer quality of life. More than 2.5m visitors from all over the world visit the city each year and this number is rising. Whether for business or pleasure, short or long stay, Worcester does not disappoint.

The City Council has an ambitious agenda for Worcester to be a first rank Cathedral and University City and this underpins its vision to make Worcester a great place to live, work and visit.

Tourism is a priority for the city's development and the Council has recently completed its ten year Visitor Economy Strategy. This has resulted in a complete change in the provision of its tourism and city centre management arrangements. The direct provisions of the past have made way for the setting up of a new Destination Management Organisation – VisitWorcester. This is an arms length company, with its directors coming from a whole cross section of professions and tourism interests, tasked with co-ordinating and developing tourism and city centre management in Worcester.

The newly created post of Head of VisitWorcester will report directly to the board and work with and support the board in developing its vision and strategy into an actual reality. Whilst co-ordinating and encouraging Worcester's Tourism and City Centre Management interests the Head of VisitWorcester will lead on the creation of a BID (Business Improvement District) which is aimed at achieving a significant increase in available funding to achieve our vision.

You will be a recognised expert in your field with considerable experience in Tourism and City Centre Management. More importantly you will be a positive and strategic thinker with a track record of getting things done. You will bring a background of working successfully with a wide range of partners from public, voluntary and private sectors, in achieving a collective vision. For an informal discussion on this pivotal post, please contact the Chair of the VisitWorcester destination management organisation, Professor Michael Clarke, on 0121 4145936 or via email at m.g.clarke@bham.ac.uk

If these proposals excite you and you want to play a central role in the renaissance of the great city of Worcester then an application form, job description and person specification are posted on our website www.worcester.gov.uk and can be completed on-line or obtainable from the Personnel Section, First Floor, Orchard House, Farrier Street, Worcester WR1 3BB (01905) 722233, Typetalk 18001 (01905) 722233 or e-mail us on personnel@cityofworcester.gov.uk

THERE IS A SUBSTANTIAL PACK OF BACKGROUND INFORMATION WHICH YOU WILL NEED TO RECEIVE BEFORE MAKING YOUR APPLICATION.

TO OBTAIN THIS PLEASE RING (01905) 722233 OR E-MAIL US ON personnel@cityofworcester.gov.uk

Please do not e-mail CVs as these are not accepted. Applicants are required to complete our standard application form. The Council is committed to working towards equality of opportunity in employment as well as in the provision of service.

