



Herefordshire
Churches
Tourism
Group

Invitation to Tender

Self-employed part time Church Tourism Development Officer

Date Issued: 25th August 2019

Closing Date: Noon, 9 September 2019

Funded through the National Resilient Heritage Lottery fund, the prime focus of this innovative church tourism-based project is to create sustainable and commercially viable activities that will give historic church buildings an opportunity to secure their financial sustainability and safeguard these important heritage buildings for the future. This will be achieved through the development of quality tourism initiatives, creating new and enhancing existing visitor experiences. This will be achieved whilst ensuring the building retains its integrity as a place of worship.

Virtuous Circles 2 recognises the need to focus not only on sustaining churches as heritage buildings but also the needs of visitors and the volunteers who will make this happen. The project has two innovative business focused and fully co -dependent activities:

1. **Church Tourism:** capacity building and empowering initiative to encourage parishes and volunteers to develop a better understanding of how innovative engagement can maximize the tourism potential of church buildings. A key outcome will be a Church Tourism Handbook, as a national blue print, giving rural churches the guidance and resources required to realise positive tourism outcomes.
2. **Virtuous Circles 2:** working with the Churches Conservation Trust to install an accommodation pod for overnight stays in Turnastone Church. Develop plans for the installation of an environmentally sustainable holiday accommodation pod in a church building. Produce a Design and Business Development Guide to support others in pursuing similar proposals in their own buildings.

This tender is for the **Church Tourism Capacity Building Development Officer** (on a part time self-employed basis) to:

- Be a point of regular contact via phone, email and post for sacred places, volunteers, businesses and partners involved in the project.
- Represent the Virtuous Circle 2 Project not only to churches, chapels, volunteers and visitors but also to our partners and the wider cohort of tourism bodies.
- Develop, maintain and strengthen relationships with national, regional and local tourism bodies and associations, and economic and strategic partners. Attend relevant external events such as tourism meetings, conferences, and events to promote our church tourism groups to tourism audiences.

- Develop a strong cohort of motivated and positive church tourism members prepared to progress with further tourism related activity.
- Carry out audience and visitor research and contribute to developing audience profiles to develop a branding and digital marketing campaign action plan.
- Carry out baselines and follow up visitor numbers surveys with churches .Carry out marketing analysis.
- Work with partners and volunteers to develop and promote five themed bookable tourism experiences and promote them to overseas visitors through, local businesses, the travel trade, and the NCT Explore Churches initiative.
- Work with delivery partners to plan and coordinate professional photographs and short films, being on site when they are being created.
- Work with and support providers and volunteers to develop a range of themed trails linked to other tourism routes and projects to cover topics for example veteran trees, poets, musicians and authors.
- Help coordinate familiarisation visits.
- Deliver a programme of 12 tourism skills and knowledge exchange workshops delivered in support of church volunteers and other partners as an aid to producing and designing a jointly branded Church Tourism Handbook. This will include planning and arranging venue/refreshments, liaising with trainers and speakers, taking bookings from volunteers, coordinate and analyse feedback from attendees. Support volunteers to use the skills they have learned.
- Trial and manage contactless giving points and visitor counters in 10 churches, including setting the criteria for the involvement of individual parishes.
- Working with partners plan and arrange a National Churches Tourism Conference early summer 2021 as a dissemination event for the project.
- Contribute to the evaluation of the project by providing relevant data to the project manager.
- Any other responsibilities as may be deemed fit by your line manager

Person specification:

Tourism is about people; therefore people skills are one of the most important requirements for the role, more so than particular qualifications. More specifically we are looking for a Churches Tourism Development Officer with;

- Excellent presentation and interpersonal skills, including the ability to communicate effectively, confidently and persuasively.

Experience of relationship building and negotiation with a wide range of people to include changes in preconceptions and attitudes required to achieve success for the legacy of the project.

- Experience of contributing to the monitoring and evaluation of project outcomes and key performance indicators
- Excellent organisational and administrative skills, good attention to detail, and accuracy with the ability to prioritise and work under pressure
- Excellent IT and online skills, including experience working with databases and social media
- The ability to work well under pressure and within tight timeframes
- Experience and knowledge of tourism and marketing are essential.
- An interest in places of worship and/or heritage issues generally is desirable
- An understanding of the principles and responsibilities of data protection and data management is highly desirable
- Ability and willingness to travel and at times to work outside of normal working hours.
- Proactive in recognising 'challenges', finding and suggesting solutions and implementing them.

Further information

The client is Herefordshire Churches Tourism Group (HCTG). The Church Tourism Development Officer, will be line managed by HCTG vice Chair, acting as project co-ordinator, and will be responsible for delivering the Church Tourism Capacity Building element of the project. HCTG works in partnership with the National Churches Trust, the Churches Visitor Tourism Association, Churches Conservation Trust, Shropshire Churches Tourism Group and closely with the Diocese of Hereford and Herefordshire Historic Churches Trust. There are close links to Herefordshire Council, Hereford Cathedral, Herefordshire Rural Hub., Brightspace Foundation and Herefordshire's a Great Place project and the Herefordshire Sustainable Food and Tourism Partnership

This is a part time contract post and the basic hours are anticipated as 21 per week, although requests for flexible working are welcomed. It will be home based, preferably in a short travel time of the project area. All involved in the project activities have a responsibility to ensure that they comply with GDPR. No personal data should be disclosed outside the projects procedures, or use personal data held about stakeholders for their own purposes. We take your privacy seriously and will only collect and process personal information necessary for the purpose of recruitment. Any information you submit to us will be kept confidential and will not be shared or exchanged with any third parties. If your application is not successful, we will delete your data after 6 months.

HCTG would expect invoices to be submitted on a monthly basis, subject to outputs and activities being satisfactorily delivered.

Timescales

Application together with an outline of project delivery and methodology and details of relevant experience to be submitted by noon Monday 9th September 2019 to Wendy Coombey Chair and Jenny Beard, Vice Chair of HCTG. If you require further information please do not hesitate to contact us.

E-mails: wendy@visitherefordshirechurches.co.uk
jenny@visitherefordshirechurches.co.uk

Applications will be evaluated by a panel drawn from the Project Steering Group against:

- Quality Assurance
- Project Delivery and Methodology
- Track Record
- Value for money

Those invited to Interview will be notified on Monday 14th September 2019.

Interviews will take place on Monday 30th September

Start Date: Monday 4th November 2019

