

Strategic Lead Events and Visitor Economy

| Service | Reporting to | Location | Grade |
|---------|---------------------|----------|-------|
| Place | Director of Culture | Salford | 5A |

About the role

To provide senior strategic leadership for Salford's citywide events, visitor economy and business tourism strategy, ensuring high-quality delivery, exceptional public safety and a strong cultural and place-shaping impact.

To lead the development of Salford's major events and destination offer, enhancing the city's national and international reputation and driving economic, social and community benefits. They act as a senior liaison with statutory agencies, creative partners, commercial organisers and regional/national bodies, ensuring programmes are well-governed, innovative and impactful.

To oversee strategic visitor economy and business tourism development, contributing to integrated place marketing, destination growth and wider regeneration priorities.

Main Duties & Key Accountabilities

Strategic Events, Visitor Economy & Business Tourism Leadership

- Develop an integrated strategy aligning events, visitor economy and business tourism to strengthen Salford's reputation, competitiveness and year-round offer.
- Lead the strategic development and delivery of Salford's events programme, including major public events, civic ceremonies, cultural festivals, professional productions, neighbourhood activity and community-led programming.
- Provide senior leadership for high-profile, complex, multi-agency events with significant operational, safety and reputational considerations.
- Commission, curate and co-produce programmes with creative organisations, producers and community partners to ensure a diverse, high-quality offer.
- Embed sustainability, accessibility, equality and inclusive practice across all event planning and delivery.

Stakeholder Engagement & Multi-Agency Leadership

- Build and maintain partnerships with strategic, creative, cultural, community, commercial and business-tourism stakeholders, including industry bodies and national networks.
- Represent Salford at multi-agency meetings and regional forums relating to major events, tourism, conferencing and placemaking.
- Work collaboratively with internal teams and external partners to ensure a coordinated and high-quality offer across events, conferences and visitor activities.
- Liaise with members to provide updates, secure support and maintain transparent governance.

Technical, Operational & Safety Oversight

- Champion a zero-injury safety culture by coordinating thorough Event Management Plans with partners, overseeing council event EMPs, and assisting the Events Officer.
- Lead a consistent approach to events by standardising enquiry processes, policies, fees, land-use agreements and developing clear templates and guidance with the Safety Advisory Group (SAG).
- Ensure events and activities strictly adhere to statutory regulations, licensing, local authority governance, health and safety standards, and GDPR requirements.
- Provide senior specialist advice internally and to partners and organisers regarding infrastructure, safety, logistics and regulatory requirements.
- Recruit and provide effective line management of the Events Officer.

Visitor Economy, Destination & Place Development

- Lead Salford's visitor economy strategy to grow footfall, overnight stays, business tourism, cultural participation and destination reputation.
- Develop initiatives and programmes that complement the events schedule, enhance integrated place marketing, boost economic impact, attract business visitors, support conference bids and increase mid-week and off-season demand.
- Manage relationships with destination bodies including VisitBritain, Marketing Manchester and GM Accommodation BID.

Marketing & Promotion

- Work with internal and external communications partners to create concise marketing strategies that promote events, business tourism and the visitor offer across all channels.

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- Maintain and enhance online platforms, including Visit Salford, to engage audiences and showcase Salford's cultural, business and lifestyle assets.
- Identify and leverage opportunities for positive press and media coverage.

Performance & Evaluation

- Analyse event, visitor, and business data and trends to assess impact, shape policy, and benchmark performance, informing future strategy in line with regional and national standards.
- Prepare and deliver evaluation strategies, reports, business cases and policy documents to support decision-making and drive continuous improvement.

Commercial, Contractual & Financial Management

- Lead strategic financial planning, including income generation strategies, forecasting, risk management and value for money assessments.
- Negotiate commercial agreements, land-use contracts, sponsorship and income-generating opportunities.
- Oversee procurement and contract management to ensure compliance, cost-efficiency and quality.

Key outcomes

- **Team:** Better project coordination and planning, with strengthened team skills in stakeholder engagement and event management.
- **Directorate:** Deliver impactful, strategically aligned programmes and foster strong partnerships for integrated tourism, regeneration, and community engagement.
- **Organisation:** Enhanced organisational profile as a cultural placemaking leader, with stronger data-driven results and effective budget management.
- **City:** A thriving, inclusive city identity attracts more visitors and boosts economic growth, creating jobs and reflecting local heritage through diverse events and cultural programmes.

What we need from you

Qualifications

- Degree or equivalent experience in tourism, events, communications, or marketing.

Skills

- Strong strategic planning and project management skills, with the ability to lead complex programmes end-to-end.

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- Excellent written and verbal communication, able to produce high-quality, audience-appropriate content.
- Confident using digital tools, including CMS, social media and basic content creation software.
- Ability to analyse data and insights to evaluate performance and inform strategy.
- Knowledge of best practice in event management, including accessibility, inclusivity and health & safety compliance.
- Understanding of GDPR and data protection in relation to communications, engagement and event delivery.
- Understanding of regional tourism and business tourism markets, including benchmarking, conference cycles and sector event dynamics.
- Strong stakeholder relationship-building skills, particularly with business-facing partners, venues, bureaux and sector networks.

Experience

- Proven experience delivering strategic visitor economy, business tourism and place-based event initiatives that generate economic, cultural and community impact.
- Track record of leading multi-stakeholder partnerships across public, private, cultural and community sectors.
- Strong financial management experience, including budgeting, forecasting, contract management and preparation of business cases or funding applications.
- Experience planning and delivering a range of events, including major public events, civic functions and sector-focused business events or conferences.
- Experience managing external suppliers, creative agencies and commissioned partners to deliver high-quality outcomes.
- Background in regeneration, placemaking or cultural development projects, with the ability to integrate business tourism and events into wider strategic ambitions.
- Confident in digital communications and use of online channels to support event, visitor and business-tourism objectives.

Personal Qualities

- High level of integrity, professionalism, and accountability
- Collaborative and inclusive leadership style, with the ability to inspire and influence diverse stakeholders
- Adaptability and resilience in a dynamic, multi-agency environment
- Proactive and results-oriented, with a strong focus on impact and continuous improvement
- Commitment to equality, diversity, and community engagement, with sensitivity to cultural and social context

- Passion for place-making and cultural development
- Confidence in representing the organisation at public events and media engagements

What we can offer you

Your ongoing professional development and success in your role is important to us, and that is why we provide a variety of learning and development opportunities. Within the sections below you will find development options tailored to you which will enable you to further develop your existing skills and learn new ones at a pace that suits you best. If you are joining us now, your development will form part of ongoing discussions with your manager. If you are an existing employee, you should use your Personal Development Reviews to discuss your development with your manager and create your development journey. It's important you also take full advantage of any informal learning available to you during the course of your work.

Developing your leadership skills

We want to equip our leaders with the knowledge, skills and behaviours outlined in our #LeadingSalford programme. Our aim is to support you to lead highly engaged, motivated teams in today's rapidly changing environment. This will be achieved through a range of bite-size Master Classes designed to help you meet the expectations that we have of our Salford leaders. In addition to the core Master Classes, we also provide accredited leadership programmes which let you build on your experience, learn about emerging approaches, and further develop your leadership practice.

Online learning

Develop your knowledge across a wide range of areas through our Me-Learning platform, with over 200 free courses to choose from. To have the best possible start and comply with current legislation, you must complete the following modules: Welcome to Salford, Health and Safety in the Office, GDPR, Equality Essentials, and Safeguarding Children and Adults. You may also benefit from a variety of courses in categories such as Business Skills, IT and Project Management which are available to learn at your own convenience and pace.

Professional Development

Gain role specific skills and time to learn through a wide range of development opportunities. Learn whilst working and get support towards your qualification through an apprenticeship standard. Access professional development ranging from entry level to master's type qualifications, including achieving a role appropriate qualification. Details can be found on [the Institute of apprenticeships](#) website.

A digital organisation

Developing your digital skills

Our ambition is to provide our workforce with the right level of digital capabilities needed to be successful. Whatever your current digital abilities are, we can provide development ranging from essential workplace skills to specialist workplace skills. These will be delivered through our Digital Skills Academy using both self-directed and guided learning opportunities to enable you to develop. Additionally, you can access free online courses through the [iDea website](#).

Sharing your digital skills

Our goal is to support you to share your digital knowledge with other people. Our Digital Eagles programme has been designed to cover basic digital skills and build your confidence to assist others. By the end of this programme you will join hundreds of staff members who already are digital eagles, and be able to help colleagues, customers, residents, or people in your personal life with all things digital.

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Our leadership behaviour framework

Leadership is action, not a position. It's not just what we do but how we do it.

Whatever your role at Salford, we all strive to achieve our vision and the best outcomes for the residents and communities of Salford.

As leaders, we all have an important part to play in achieving our organisational and service priorities. These priorities give us direction and a shared purpose in our roles and should be the focus when making decisions.

We can help make these priorities a reality by living and breathing our Salford values and leadership behaviours.

This framework is broken down into three main areas:



Leading Self - making sure we are role modelling the values and invested in our own development, demonstrating integrity and authenticity.

Leading People - where we create high performing teams, and a culture that is inclusive, open and where everyone has a voice.

Leading Salford - setting the vision and purpose, and connection to the city, empowering others around you to ensure residents are at the heart of what we do.

This behaviour framework will support us all to reflect and hold ourselves, and each other to account, as we strive for continuous improvement.

Full details of how this framework shapes our Leaders and is delivered in the workplace can be found on the [Salford Leadership](#) pages of our [greater.jobs](#) website.

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Our organisation's values

We have four values: Pride, Passion, People, Personal responsibility.

[Our four values](#) are central to the way we communicate about the council and the way in which we behave with colleagues, customers, and partners - so that we live and breathe our values each day.

Our values



Pride

Passion

People

Personal responsibility

Application guidance

We are a values-based organisation so reflecting our values or a values-based approach in your evidence will support your application.

The different sections of this role profile are there to give you an understanding of the purpose of the role. The 'what we need from you' section outlines the minimum criteria you will need to meet within your application.

Role details

Completed by:

Date:

Job code:

Job score:

Date of evaluation:

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