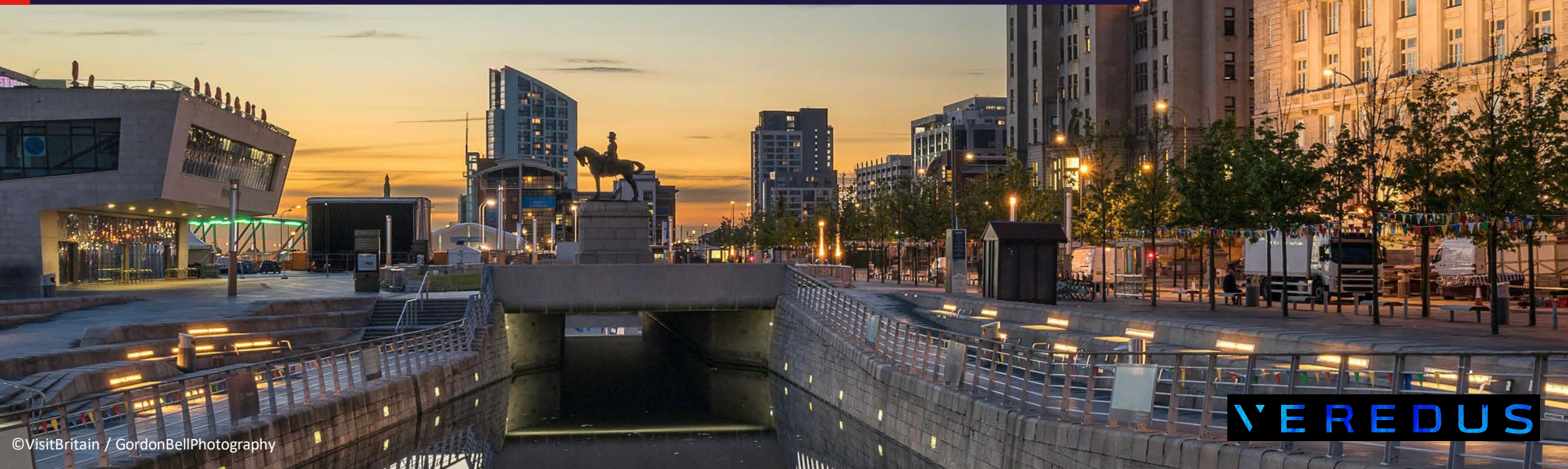


# Recruitment Pack

## Partnerships Director

Reference: 11244

Closing Date: 09:00am GMT Monday 30 January 2023



VEREDUS





Patricia Yates – Chief Executive Officer

## Dear Candidate,

### I am delighted that you are interested in joining VisitBritain/VisitEngland as Partnerships Director.

Established by the Development of Tourism Act 1969, and trading as VisitBritain and VisitEngland, we are the national tourism agency. As an arm’s length body of the Department for Digital, Culture, Media, and Sports we have a statutory duty to grow tourism value and support the visitor economy.

We have delivered hugely successful growth for the British visitor economy over many years, with innovative promotion campaigns, targeted help and advice to the sector and strategic advice to Government. In these challenging times of strong economic and supply pressure, we have a significant role to play.

Prior to the pandemic, Britain’s visitor economy was worth £127 billion, employing 3.1 million people and supporting 200,000 small businesses. The industry is a powerful engine for economic growth and job creation across the nations and regions.

Inbound tourism, our third largest service export in 2019 and a major part of British trade is now showing promising signs of recovery with visitor spending forecast to reach £25.9 billion in 2023, up 4% on 2019.

Our current focus is on building back visitor spend as quickly as possible, supporting the industry and driving visitor recover, playing our part to deliver the ambitions of the UK on Government’s Tourism Recovery Plan.

We want to ensure the visitor economy is one of the most successful and productive sectors of the economy, working with all our stakeholders with a strong focus on external engagement. We are also undertaking an ambitious transformation programme - Building our Future, to build our digital and data capabilities and make cultural changes to improve our services to our stakeholders and meet the ever growing expectations of our consumer customers and business partners.

Internationally our activity is focused on markets that are rebounding the fastest, including the USA, worth £4.2 billion in 2019, to quickly build back visitor spend to Britain. As a key partner of the UK Government’s GREAT campaign, our international teams are working closely with colleagues including the FCDO and DIT, growing trade connections and inspiring visitors to choose Britain for their next trip or to host their business events.

Closer to home, we are developing tools and resources to help businesses grow and to build a more resilient and sustainable industry. VisitEngland is also implementing the UK Government’s response to the DE Bois review of Destination Management Organisations in England, ensuring we have the right infrastructure in place to England continues to be a compelling destination for domestic and international visitors.

Against this background, we are looking for a Partnership Director to ensure we are a trusted and valued industry partner, and to develop a broader range of funders to increase marketing activity, increase data sharing and access to real time data, ensure Britain is sold in international markets and that our activity is growing visitor value.

If you feel you have the right blend of skills, experience and enthusiasm for this role, I look forward to hearing from you. We have a passionate team working collaboratively across international markets and time zones. You will also be working alongside a strong and experienced senior management team, supported by a committed board.



© VisitBritain / Andrew Pickett

# Contents

- 03 The tourism sector
- 04 About us
- 08 Our people
- 11 The Job
- 12 Person specification
- 13 FAQs
- 14 How to apply





# The visitor economy

**Tourism spend generates GDP, jobs and tax revenues and brings inward investment.**

Before the COVID-19 crisis, Britain's visitor economy was worth £127 billion a year (including supply chain spending and investment), around 9% of GDP. It was also the UK's third largest service export.

It is now showing promising signs of recovery with visitor spending forecast to reach £29.5 billion in 2023, up 4% on the all-time spending high of £28.4 billion in 2019.

We know that inbound tourism is an extremely competitive global industry, and we need to be out there competing for visitors in markets where we are seeking strong growth and selling Britain.

We want to ensure the visitor economy is one of the most successful and productive sectors of the economy, working with our stakeholders and partners.

**“The sector is a powerful engine for economic growth and job creation across the nations and regions”**





# About us

iStock / kupicoo

**The British Tourist Authority (BTA) is an accredited Non-Departmental Public Body funded by the Department for Digital, Culture, Media and Sport (DCMS), and trading as VisitBritain and VisitEngland.**

Our functions, duties and powers are set out in the Development of Tourism Act 1969:

- **Encouraging overseas visitors to come to Great Britain**
- **Encouraging people who live in Great Britain to take their holidays in Great Britain**
- **Promoting the provision and improvement of tourist amenities and facilities in Great Britain**
- **Advising ministers and public bodies on tourism matters in Great Britain**

VisitBritain is responsible for our overseas network and international campaigns to promote Britain as a tourism destination, as well as advising and supporting the industry on a wide range of issues.

VisitEngland is the dedicated tourism agency for England and has similar functions and the same duty under the Act in relation to England but does not have power to encourage overseas visitors to come to England unless it is acting on behalf of the BTA.

The BTA Board oversees the work of VisitBritain and VisitEngland, setting the strategy, approving and then regularly monitoring its business planning, expenditure and operational development.

The VisitEngland Advisory Board (VEAB) is responsible for advising the Executive and the Board of the BTA on English tourism matters. The VEAB's remit includes responsibility for the provision of advice to the BTA on how best to deliver English activity through an England action plan and the monitoring of its implementation.

In order to achieve our objectives, we work with partners both in the UK and overseas. These partners include government departments and agencies such as the Department for International Trade, the Foreign Commonwealth and Development Office, the British Council tourism and non-tourism partners, the official tourism bodies for the devolved nations and English destination management organisations (DMOs).

We have worked throughout the pandemic and continue to work domestically and internationally to support the industry and play a key role as a trusted voice, preparing for post-crisis recovery.

We operate globally with a budget of approximately £53 million (not including retail net profit contribution reinvested in marketing Britain which was £560,000 in 2021/22).

We support and encourage hybrid working where practicable, enabling staff to work remotely and collaborate where possible. Our 194 employees work from two offices in central London, and a further 80 are based in 15 different countries around the world.

We are in the process of considering future office locations outside of London and the South East, which will create better opportunities for us to engage with our regional stakeholders. This will be a long-term move – we plan to open a new regional office from 2024 onwards, giving existing staff the choice to work from our new regional location.

## Our mission

To make tourism one of the most successful and productive sectors for the UK economy



©VisitBritain/Ben Selway

## Our values

High-energy and passionate about working in British tourism

Accountable for both our delivery and behaviour

Global and celebrate diversity

Collaborative, open and give trust

Customer-led

Ambitious and strive for excellence

## Our strategic aims

To grow the value of tourism across all regions and nations

To maintain distinct activities to develop and market English tourism

To advise Government on tourism policy — particularly growth, resilience and productivity

To embed business events activity across the organisation to deliver wins across the UK

## Our corporate priorities for 2022/23

**Rebuild international visitor value** – position Britain as a dynamic, diverse, sustainable and inclusive destination, prioritising regional and seasonal dispersion and improved productivity.

**Build our future** – transform the way we work to compete in a digital world, build our strengths in data and diversify our funding.

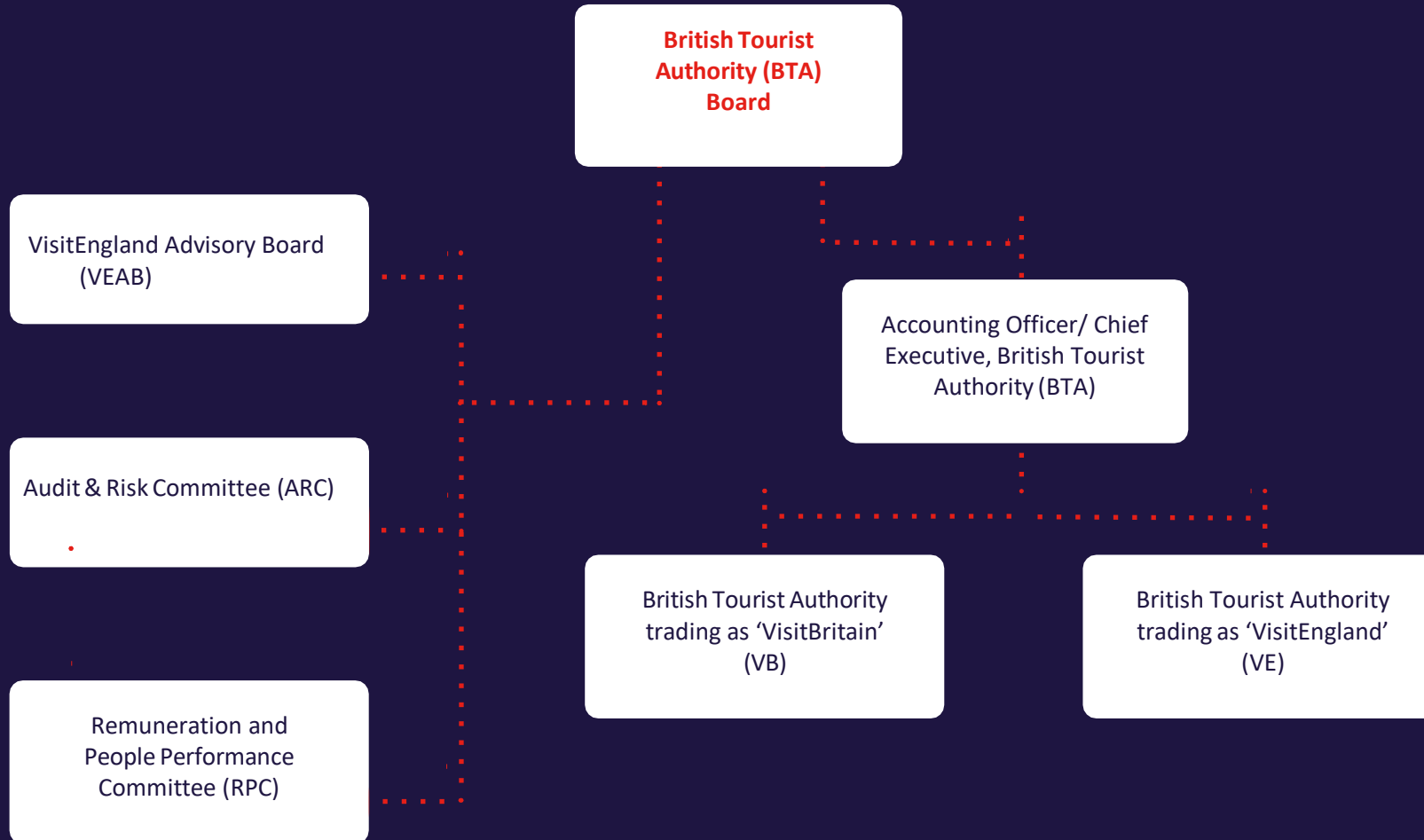
**Build the English visitor economy** – lead and enable a sustainable and resilient visitor economy in England.

**Build our influence** – be the trusted voice in tourism. Support growth by shaping policy and providing insights.

**Build our team** – work as a global team.



# Our governance structure



# Organogram

**BTA Chair,  
Nick de Bois CBE**

**CEO  
Patricia Yates**

Finance Director  
Serena Jacobs

Global Marketing  
Director  
Robin Johnson

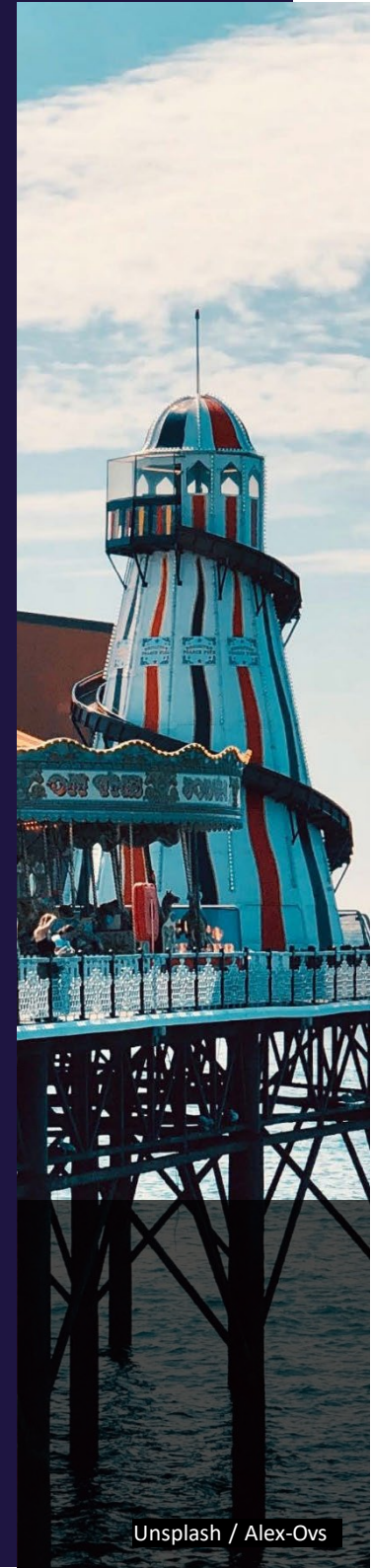
International  
Director Gavin  
Landry

HR and  
Professional  
Services  
Director,  
Debra Lang

Transformation  
Director (vacant)

Partnerships  
Director (vacant)

England Director  
Andrew Stokes





## Our people



### **Our people are our most valued asset and our number one priority.**

June 2020 saw the launch of our people strategy to build a passionate and empowered team, supported by an inclusive and fun community. This strategy makes a long-term commitment to create a culture that prioritises and supports our people globally. The strategy is future-facing and identifies four goals: motivate teams, increase supply of talent, foster inspirational, confident and empowering leadership, and embed diversity and inclusion in everything we do.

A people board has been formed to monitor progress and success.

## **Diversity & Inclusion (D&I)**

**Our aspiration is to embed diversity and inclusion in everything that we do, gaining diverse accreditations backed by action.**

Our goal is to create a workplace where employees are accepted and respected without exception, and can bring their whole self to work. The D&I action group was formed in 2020 to ensure that our mission to support and represent D&I across the organisation is prioritised and put into action. Colleagues from around the world have formed networks to offer guidance, support and education on specific topics that impact our employees. Currently over 40 staff participate in seven established networks which are: lesbian, gay, bisexual, trans, queer, intersex and asexual (LGBTQIA+); racial and ethnic equality; disability and accessibility; fair treatment; gender parity; religion and faith; and youth engagement and youth board.

**“Our goal is to create a workplace where employees are accepted and respected without exception”**

# Engagement

In March 2020, we introduced the Employee Engagement Score (EES) modelled on the Civil Service People Survey (CSPS), made up of five components:

- 1 Proud
- 2 Would recommend
- 3 Personal attachment
- 4 Inspire
- 5 Motivate

We are proud to see a year-on-year improvement in all measurements with higher scores than the Civil Service in a number of areas, including engagement.

## Wellbeing

As part of our ongoing commitment to looking after staff mental health and wellbeing, last year we launched a wellbeing pledge, a commitment that ensures wellbeing is central to all that we do. We weave mental health considerations through our processes, policies and guidance.

## Learning and development

We have made a commitment to learning and development encouraging staff to take a minimum five days per year to pursue development, including five days in which no meetings are held so staff can devote time to pursue goals. All 60% of colleagues managed to take part in the most recent day, with 80% of those feeling that the theme was important and 40% feeling more positive about meeting culture.

## Governance of the people remit

The Remuneration and People Performance Committee (RPC) meets three times a year, or more as required. In addition to the review of annual remuneration levels, the committee reviews compliance with HR standards and processes, staff performance, wellbeing and development through the new people strategy.

**“We weave mental health considerations through our processes, policies and guidance”**





# Our benefits

Our employees in the UK can take advantage of the benefits listed here. Internationally, terms and conditions set out equivalent benefits available in each location. This year sees the launch of an all new, global instant reward and recognition platform enabling peer-to-peer recognition and beyond.

## Financial

- **Salary: circa £120,000**
- Royal London Defined Contribution Pension, with maximum employer contribution of up to 11%.
- Life Assurance Scheme by Canada Life.
- Access to a financial advisor (Royal London).
- Evans Ride to Work Cycle Scheme – allowing savings of up to 42% on bike and bike accessories purchases.

## Health and wellbeing

- Regular health and wellbeing events and access to a diverse mental health network.
- Employee assistance programme.
- Free flu jabs.
- Sick pay.
- Civil Service Sports and Social Club (CSSC) discounted membership, including free English Heritage membership.

## General working benefits

- Hybrid working (2/3 days office working) where practicable.
- Flexible working consideration from the beginning of employment.
- 25 days annual leave, increasing to 30 after five years of service.
- Generous special leave policy.
- Recognition scheme.
- Access to Civil Service jobs portal.
- 10% discount on VisitBritain Shop.
- Access to coaching.

## Other

- 25% friends and family discounts on P&O Ferries – within UK and Europe only.
- Touchdown Holidays – they offer special rates for flights (including business class), hotels, rail, cruise, car hire, attractions and insurance worldwide.

- 15% discount in Dakota Hotels - Edinburgh, Glasgow, Leeds and Manchester.
- 10% discount on Encore Theatre tickets.
- Various discounts in haircare and a variety of shops, restaurants and attractions in the Victoria area of London.

## Learning and development

- Five days per year dedicated to personal learning and development.
- Sponsorship for approved qualifications, including study leave.

## Family-friendly

- Enhanced Maternity (23 weeks' full pay), Adoption (nine weeks' full pay) and Paternity (11 days' full pay) leave.



# The Job



Reporting to the Chief Executive Officer and a member of the BTA Director Group, this external facing Director of Partnership will be responsible for the following:

- Deliver our stakeholder engagement programme to ensure we are outwardly focused, collaborative and transparent, a trusted and valued industry partner.
- Develop key strategic partnerships to increase our relevance and effectiveness and grow support for the work that we are doing in England and across the world to increase tourism to Britain.
- Lead the commercial partnerships team to deliver high value partnerships that amplify our work and ensure a private sector funding stream.
- Develop our research and data capabilities to ensure we are delivering timely and actionable data that informs the industry and policy makers, build data sharing into our partnerships activity so that we can layer up industry knowledge.
- Own the corporate website and industry comms. Embed the new website ensuring it both shows our expertise and delivers content that informs industry. Ensure content is easily searchable and that research and data is presented in accessible and engaging formats.
- Develop our social media activity to include the media and tourism affairs team's expertise. Ensure a timely programme of engagement on linked in and Facebook. Develop staff capabilities in visual display of data.
- Lead the Business Events team to win and grow business events for Britain.
- Establishing a strong pipeline and portfolio of partnership and engagement opportunities that provide the opportunity for different groups of key Industry stakeholders to maximise their relationship with us and each other.
- Be external facing, a confident speaker with personal authority able and willing to travel across the country and attend out of hours events to represent VisitBritain and feedback industry intelligence.
- Work with the global B2B champions to ensure delivery of the B2B strategy focused on growing business to Britain.
- Ensure KAM is embedded in all activity, that teams are enthusiastic adopters of the CRM system and that timely results show our delivery in business wins.
- Monitor tourism trends and activities to identify opportunities.
- Working closely with the International and England Directors to enhance the reach of Partnership working in markets; creating new ways of working, processes and culture.
- Provide strategic direction ensuring that teams and resources remain focused and aligned.
- Demonstrate VB/VE values, and provide staff with clear vision and support.
- Supportive of the project management teams to implement procedures to boost productivity and profitability.
- Develop techniques to attract and retain clients.
- Create advantageous strategic partnerships.
- Inform CEO and Chair engagement programme and ensures timely and focused briefing.



# Person specification

It is important that, through your CV and supporting statement in your application, you give evidence and examples of proven experience of each of the following selection criteria in **PART ONE** as far as you are able to. Candidates progressing to the longlisted stage will also be assessed against the criteria in **PART TWO**.

## PART ONE – Experience

- A proven track record of operating at a senior level in an external-facing role within the travel/tourism industry.
- Experience of building meaningful relationships that result in tangible outcomes with high profile organisations within the travel/tourism sectors.
- Experience of successfully operating at C-suite and board level, commanding the confidence of senior stakeholders with the proven ability to navigate policy, corporate decision-making and operational excellence within a complex organisation of significant scale.
- A proven track record of dealing with a range of issues that require strong strategic and analytical skills; using evidence to inform and support decision making in a complex policy and challenging operational context.
- Seeing the big picture and understanding how evidence-based analysis can improve outcomes. Using data analysis to drive operational and cultural change.
- A successful track record of operating through influence within a matrixed organisation.
- Experience of leading a geographically dispersed, multi-disciplinary team with proven ability to improve capability, build a diverse and inclusive team and connect with people at all levels.

## PART TWO – Skills and Attributes

- High-level professional skills developed either through qualification or experience. The post holder is required to apply these to complex professional issues and exercise professional judgement.
- Ability to operate within the public sector.
- Strong analytical skills and the ability to interrogate complex data and reach evidence-based conclusions.
- Excellent verbal and written communication skills, (including while under pressure), with the diplomacy skills to manage politically and commercially sensitive discussions and overcome resistance to change.
- Ability to form positive relationships as a basis for collaborative and partnership working.
- Ability to manage self and lead others through significant change.
- Display a high level of emotional intelligence.
- Ability to operate in highly pressured situations and with tight deadlines at board level.
- Ability to organise self and team to form programmes of activity, allocate resources and capacity and meet competing deadlines.
- Ability to lead teams from a variety of disciplines.
- Provide positive leadership enabling teams to develop ways of working that build collaboration with industry partners and maximise our impact.

## 1. Where is the post located?

We have two offices in London and operate a hybrid working policy whereby staff are office based where practicable. We are actively looking for a location outside London as part of the Government's Places for Growth agenda. The successful candidate will need to undertake visits in all locations when necessary to meet key stakeholders, including London.

## 2. Do I need to be a UK national in order to apply to this post?

We welcome applications from all nationalities — you must be able to demonstrate that you have the right to work within the UK without restriction if you are longlisted for interview.

## 3. Will you provide sponsorship for working in the UK?

Yes, sponsorship for a Skilled Worker Visa may be considered, subject to meeting the required visa-qualifying criteria which can be found at: <https://www.gov.uk/skilled-worker-visa>.

All applications will be considered fairly, based on the required attributes set out in the candidate profile document.

## 4. Do you offer a Guaranteed Interview Scheme for disabled applicants?

Yes, disabled applicants who meet the essential selection criteria stated in the person specification are

guaranteed an interview. The final selection will be on merit. If you wish to claim a guaranteed interview under the Disability Confident Scheme, you should complete the Disability Confident Form downloadable from the Veredus website: [www.veredus.co.uk](http://www.veredus.co.uk).

## 5. What reasonable adjustments can be made if I have a disability?

We are committed to making workplace adjustments to support disabled applicants and ensure that they are not disadvantaged in the recruitment and selection process.

If you have a need for a reasonable adjustment or would like to discuss your requirements regarding this in more detail, please email us at [julie.henrick@veredus.co.uk](mailto:julie.henrick@veredus.co.uk) in the first instance.

## 6. Can I claim back any expenses incurred during the recruitment process?

No, we will not reimburse any travel, food or sundry costs, except in exceptional circumstances and only when agreed in advance.

## 7. Will you offer any relocation package to the successful candidate?

No, we do not provide relocation packages either within the UK or to the UK.

## 8. Will I be required to undertake security and financial integrity checks?

Yes, successful applicants will undergo an Enhanced Disclosure and Barring Service (DBS) check prior to starting with the organisation.

You will be reimbursed the cost of the enhanced DBS check (up to £44) upon successful appointment to the role.

## 9. What should I do if I think that I have a conflict of interest?

Candidates must note the requirement to declare any interests that might cause questions to be raised about their approach to the business of VisitBritain and VisitEngland and to an Arm's Length Body.

If you believe that you may have a conflict of interest, please email [julie.henrick@veredus.co.uk](mailto:julie.henrick@veredus.co.uk) before submitting your application.

## 10. Will this role be overseen by the Civil Service Commission?

No, but we are accredited by the [Civil Service Commission](http://www.civilservice.com).

## 11. What do I do if I want to make a complaint?

Under the Civil Service Commission principles, the selection of candidates must be on merit and on the basis of fair and open competition.

If you think that your application has not been treated in accordance with these principles, you can make a complaint to the Recruitment Business Partner by writing to [Recruitment@visitbritain.org](mailto:Recruitment@visitbritain.org). If you are dissatisfied with the response of the Recruitment Business Partner, you can make a complaint to the [Civil Service Commission](http://www.civilservice.com).



# How to apply

**VisitBritain has appointed Veredus as an executive search firm for this appointment and they will manage the campaign.**

**VisitBritain is committed to being a diverse and inclusive organisation and we welcome applicants from all backgrounds. We are looking for people with a range of skills, experience and knowledge.**

To apply for this post, you will need to submit the following documentation, via the Veredus website – [www.veredus.co.uk](http://www.veredus.co.uk), quoting the reference number: **11244 – VisitBritain: Partnerships Director.**

1. A **CV** setting out your career history, with key responsibilities and achievements. Please ensure you have provided reasons for any gaps.
2. A **Supporting Statement** (around two pages) outlining how you consider your personal skills, qualities and experience provide evidence of your suitability for the role.
3. A completed **Diversity Monitoring Form** (Annex B). All monitoring data will be treated in the strictest confidence, will not be provided to the selection panel and will not affect your application in any way. If you do not wish to provide a declaration on any of the particular characteristics, you will have the option to select 'prefer not to say'.
4. A completed **Candidate Supporting Information Form** (Annex C).
5. A completed **Disability Confident Form** – if applicable (Annex D).

Word versions of the Forms can be found on the Veredus website under 11244 Supporting Documentation for ease of completion.

All submissions will receive an automated response. If you do not receive confirmation of receipt when submitting your application, please contact us on 020 7932 4236.

At Veredus, we take care to protect the privacy of our candidates and clients. To read more about how we collect, store and share your data please read our privacy notice which can be accessed here:

[www.veredus.co.uk/privacy-and-cookies](http://www.veredus.co.uk/privacy-and-cookies)

**Veredus will update you once the selection panel have reviewed all the applications after the closing date.**

#### **Further Information:**

If you have any questions about the role or would like to discuss the post further, please contact our advising consultant at Veredus:

- Jenny Igbokwe on 07720 169185  
[Jenny.Igbokwe@veredus.co.uk](mailto:Jenny.Igbokwe@veredus.co.uk)
- Antony Harvey on 07716 226020  
[antony.harvey@veredus.co.uk](mailto:antony.harvey@veredus.co.uk)
- James Greengrass on 020 7932 4286  
[james.greengrass@veredus.co.uk](mailto:james.greengrass@veredus.co.uk)

**Longlist announcement: w/c 14 February 2023**

**Preliminary interviews: Post longlisting**

**Shortlist announcement: w/c 9 March 2023**

**Informal discussions/assessment(s): Post shortlisting**

**Final panel interviews: w/c 20 March 2023**

**Fireside chats : To Be Confirmed**

**Closing date: 9am GMT Monday 30 January 2023**

©VisitBritain / Andrew Pickett



VisitBritain.org  
VisitEngland.org



@VisitBritainBiz  
@VisitEnglandBiz



VisitBritain VisitEngland

VisitBritain/VisitEngland, 3 Grosvenor Gardens, London, SW1W 0BD



©VisitBritain / Lee Beel