



ROLE DESCRIPTION

Job Title	Head of Culture
Salary Band	44-50
Reporting to	Managing Director LCRDP
Directorate	Public Service Innovation
Service Area and sub area	LCRDP
Team	Culture
Political Restriction	No

1. Primary Purpose of the Post

Liverpool City Region Destination Partnership (LCRDP) is the Local Visitor Economy Partnership (LVEP) for Liverpool City Region. It is responsible for promoting the city and wider region as a global destination for visitors, conventions and investment. It is responsible for communicating the city's brand positively and imaginatively to local, national and global audiences. It works with partners in business, cultural organisations, educational institutions and community groups to promote the city region as a great place to live, work, visit, invest and study.

Liverpool City Region Destination Partnership ensures Liverpool City Region can compete with other core cities, increase appeal, attract major events of national/international profile and increase visitor numbers, economic impact and global media coverage – to unlock the true potential of one of the UK's most powerful attack brands.

Support the objectives of the strategic framework for the visitor economy across the city region. The Destination Management Plan is the guiding compass for promotion and delivery within a new funding and governance landscape.

As Head of Culture, you will be the lead for Liverpool City region working across all six boroughs to add value, create a holistic programme that fulfils the ambitions of both the Mayoral Manifesto and Plan for Growth.

2. Your responsibilities

- Mobilise and lead a multi-partner, place-based approach across the city region, ensuring collaboration and alignment with the six LAs that make up the LCR.
- Shape and drive the "Power of Six" initiative, identifying opportunities to deliver a cohesive vision and projects that celebrate the strengths of the city region.
- Work with private sector, grant bodies and voluntary organisations to develop a city region strategy for supporting businesses and community-led initiatives in the visitor economy sector.



- Contribute to the development and implementation of a new Destination Management Plan and Major Events Strategy to position the city region as a leading destination for culture and tourism.
- Identify and capitalise on opportunities to enhance the visitor experience and drive economic growth through strategic events and projects.
- Build and nurture strong relationships and cultural plans with key stakeholders.
- Lead the policy direction for culture within the combined authority ensuring that culture is threaded through related work streams.
- Lead the development of a capital plan for culture with LCR colleagues.
- Lead on the development and implantation of the Soft Power Council.
- Facilitate collaborative working to ensure the LCR DP delivers value and impact across the whole LCR.
- Deputise for the associate director for Culture at events, meetings, public forums, and national mayoral meetings.
- Oversee the planning, development, and implementation of large-scale cultural projects and strategies, ensuring delivery from concept to execution.
- Develop and manage strategic initiatives, ensuring they align with regional priorities and contribute to long-term objectives.
- Lead on external funding bids, securing investment for key projects, and influencing stakeholders to support these initiatives.
- Identify and pursue fundraising opportunities to support LCR DP's strategic objectives.
- Present and communicate effectively to diverse audiences, including small groups, large gatherings, and senior management teams.
- Promote the vision and goals of the LCR DP, enhancing the profile of the city region locally, nationally, and internationally.
- Maintain political neutrality while navigating complex political and organisational environments.
- Provide informed and discreet decision-making to support the LCR DP's objectives.
- Responsible for the Culture Budget of circa £600,000 plus overseeing any funding bids and subsequent monies.

3. General Corporate Responsibilities

- Actively deliver and champion the LCRCA's commitment to equality, diversity and inclusion and non-discriminatory practices in all aspects of work undertaken.
- Participate in all aspects of training and development as directed and to use all relevant learning opportunities to improve personal skills so as to improve effectiveness and efficiency of service delivery.
- Promote understanding of and adherence to the Combined Authority's core values by modelling appropriate behaviours and encouraging others to do likewise.
- Represent and promote the work of the LCRCA and the wider LCR, locally, regionally and nationally.
- Ensure the development, provision and analysis of high-quality management information and documentation that is timely, accurate and meaningful.
- Support the scrutiny process established by the LCRCA.



- Encourage a culture of continuous improvement to develop an outstanding service, where value for money and best value is delivered and innovation and enterprise flourish.
- Promote strong, direct and effective communication and involvement with all stakeholders.
- To carry out such other duties as may be directed, commensurate with the grading of the post.

4. Recruitment Plan

Competency Based Interview
Assessment



PERSON SPECIFICATION

Job Title: Head of Culture

Criteria		
Qualifications and Training	E = Essential D = Desirable	Identified By
Educated to degree level or relevant industry qualification	E	A
Commitment to undertake further training and development	E	I
Experience and knowledge		
E = Essential D = Desirable		
An extremely high level of understanding and significant experience of working in the culture and visitor economy sector.	E	A,I
An extremely high level of understanding and significant experience of place-based working and approaches.	E	A,I
Extensive experience in strategy development and management and delivery of large-sale projects from concept to implementation	E	A,I
Substantial senior management experience gained in either the public or private sector	E	A,I
Significant experience of strategic partnership working at the senior management level with a broad range of stakeholders and partners including local authorities, government-funded agencies and private sector companies	E	A,I
Demonstrable success and proven track record in fundraising with significant experience of writing large scale external funding bids and influencing partner external agencies to support such bids	E	A,I
Strategic level planning and people management, including motivation, engagement, empowerment, performance management and development	E	A,I
Proven ability to take projects from inception to delivery	E	A,I



Skills and abilities	E = Essential D = Desirable	Identified By
Significant experience of presenting and communicating to small, medium, and large audiences	E	A,I
Strong political and commercial awareness, combined with discretion and confident decision-making	E	A,I
Ability to build strong relationships with stakeholders at all levels Analytical skills to measure all marketing activity effectively	E	A,I
Exceptional organisational skills and the ability to prioritise and meet deadlines	D	A,I
Capacity to work confidentially and maintain political neutrality	D	A,I

Personal Attributes	E = Essential D = Desirable	Identified By
Dedicated, adaptable and passionate about the City Region's tourism and hospitality sectors.	D	A,I
Strong belief in the value of tourism and recognition of the importance of the City Region's visitor economy and the positive impact it has on local communities.	D	A,I
Commitment to engaging with the local visitor economy community to build goodwill and support initiatives.	D	A,I
Commitment to staying abreast of tourism trends and embracing new technologies to enhance the effectiveness of the role and open doors for collaboration and growth.	D	A,I
A commitment to sustainability and sustainable working practices.	D	A,I

Core Behavioural Competencies	E = Essential D = Desirable	Identified By

Key to Assessment Methods:

I – Interview	A - Application
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