



Job Description

Sustainability Director/Manager

The content for this Job description has been collated and adapted by the GDS-Movement, inspired by data from a variety of DMOs who participated in the GDS-Index 2021.

The aim is to provide a general description of the responsibilities that are undertaken by a DMO Sustainability Manager/Director.

The duties are divided into several main categories, thus highlighting the different areas of focus.

Overview Organisation	The official Tourism Organisations (DMO, RTO, NTO, CVB)
Job Objective	To create, lead and deliver the DMO's sustainability strategy with a goal to achieve ambitious social and environmental targets across the DMO organisation and destination.
Main Responsibilities	<p><i>Sustainability Strategy</i></p> <ul style="list-style-type: none"> • Lead the implementation and development of internal sustainability strategy and management system (ie. based on a local standard, ISO 14001 or ISO 20121 Integrated Management Systems). • Lead the implementation and development of a destination wide sustainability strategy for tourism and events, that is founded on stakeholder engagement and the co-creation of goals, actions, indicators and targets. • Lead the conception and implementation of sustainability projects (certification of partners, mobility projects, international branding, benchmarking, and best practices) that will generate value for the destination. <p><i>Project Management</i></p> <ul style="list-style-type: none"> • Monitor progress and provide regular updates to the senior management team with make recommendations for improvements. • Lead the work of the organisation's sustainability working group, providing regular briefings, insights and reports, ensuring the integration of recommendations and priorities established by the group. • Contribute towards the business planning, strategy development and delivery of operational plans to ensure sustainability and impact is embedded in all activities • Management of the allocated budgets <p><i>Collaboration</i></p> <ul style="list-style-type: none"> • Work in partnership with the City Council, city stakeholders, industry, communities, and global networks to develop and implement sustainable practices and projects to support delivery of the DMOs business plan and destination's tourism action plan. • Develop collaborative partnerships and initiatives with community, social and environmental organisations to maximise positive impact for local residents and communities through the destination's operations

- Participate in local and international (cooperation) projects in the field of hospitality and sustainable development of the tourist destination
- Organize sustainability conference on future tourism with partner engagement

Research

- Provide research, insights and advice on global best practice and make recommendations shape and inform destination's sustainability plans.
- Understand the latest opportunities for local, national and international funding, making bids and attaining subventions for the development of sustainability within the business where possible.

Measurement and Reporting

- Lead the design and implementation of a measurement system to monitor, measure and report on the environmental and social impacts of tourism and events.
- Responsibility for internal and external audits. Contact point for questions of process and quality optimization, customer suggestions and implementation in operation (CIP).

Governance

- Lead the destination's certification programme, project managing the certification process, coordinating input and engagement from across the business (including Senior Management) and the sector
- Responsible for ongoing internal process and quality management according to ISO 9001 and environmental management according to ISO 14001.
- Quality and environmental management, including an integrated management system (IMS).

Marketing and Communications

- Contribute to the development of sustainability content for the DMO's marketing, communications, partnership and sales channels to represent the DMO at industry, stakeholder and partner events and meetings as appropriate.
- Collaborate with Market Analysts in order to understand the needs of the segments and identify the most relevant targets for the promotion of soft and active mobility, including cycle tourism. Collaborate with Media teams to develop tools and promotional actions adapted to the destination's offer as well as the needs of the identified targets and participate, if necessary, in actions in the field (press trips, famtrip, etc.).
- Support bids to attract events related to sustainability and accessibility themes
- Collaborate with Market Analysts to monitor KPIs related to sustainability and accessibility

Training & Leadership

- Manage and help to deliver a programme of training and education for the DMO's staff around sustainability, impact, and inclusivity to help raise awareness of sustainability issues and practices across the company.
- Collaborate with each sector manager of the DMO teams in order to raise awareness in this sector of the importance of accessibility and sustainability
- Participate in the development of events, workshops, etc. aimed at raising awareness in the sector and developing synergies around the themes of sustainability and accessibility

Legacy

- Lead, deliver and manage legacy labs and impact programmes to ensure that inbound conferences and events leave a positive impact for local stakeholders and organisations.

	<p>Work with the business tourism team to support the delivery of event sustainability plans to maximise impact and legacy as well as minimising the environmental impacts from events.</p> <p>GDS-Index</p> <ul style="list-style-type: none"> • Lead and manage the DMO's annual submission into the Global Destinations Sustainability Index (GDS-Index), in partnership with colleagues, industry partners and city stakeholders.
<p>Description of The Relationships</p>	<ul style="list-style-type: none"> ▪ Internally, s/he/they will report to a Senior Management.
<p>Skillset Requirements</p>	<ul style="list-style-type: none"> ▪ Minimum of a Degree level qualification in CSR, Tourism, Events, Sustainability ▪ Minimum of 3 years implementing complex sustainability programmes ▪ A demonstrated record of skills/experience in coordinating, communicating, and overseeing project workflow ▪ Experience in working with tourism stakeholders
<p>Specific Technical Skills</p>	<ul style="list-style-type: none"> ▪ Excellent knowledge of Microsoft Office, including Excel, PowerPoint, and Word ▪ Experience of using virtual technologies and platforms including Zoom, Skype, Microsoft Teams
<p>Additional Requirements</p>	<ul style="list-style-type: none"> ▪ Results-driven and target orientated ▪ Excellent communication, presentation and negotiating skills including the ability to negotiate effectively with a diverse range of cross functional stakeholders and colleagues ▪ Excellent analytical, planning, organisational skills including business planning and report writing ▪ Entrepreneurial skills, self-starter energy, drive, enthusiasm, and team player ▪ Confident management style, ability to work under pressure effectively and resilience ▪ Fluency in English, both written and spoken, and at least one other language ▪ Excellent organisational skills, with ability to work independently and in a team