



Tourism Liaison Officer Role Overview

Role

- To establish and maintain liaison links with all tourist organisations which have a bearing on Kirkley (where possible/practicable).
- To regularly liaise/meet with tourist oriented organisations for two-way communication and co-operation.
- To consider and propose ideas and stimulus for enhancing the destination appeal of the Kirkley area.

Responsibilities

- To identify all tourism related businesses in Kirkley (hotels, guest houses, ice cream parlours, coffee bars, restaurants, deck chair & beach hut providers, fish & chip outlets etc)
- To meet with related tourism organisations/bodies with a view to developing co-operation, joint ventures etc.
- Work with Kirkley businesses to enhance destination appeal (e.g. event recommendations, visitor attractions etc)
- To identify and recommend areas for potential enhancement with a view to improving the potential visitor appeal.
- Work closely with the Aesthetics Co-ordinator and relevant Council departments to report dog fouling, littering or overflowing rubbish bins, antisocial behaviour (inc. promenade, gardens and beach), signage problems etc