



BudeClimate.org

**Project Coordinator (Sustainable Tourism)  
Job Pack**

**Resilient Bude – Protecting Our Future**

Bude Climate Partnership is an alliance of environmental and community organisations working together to deliver positive community-led climate-change responses throughout the wider Bude area.

The partnership has secured funding from the National Lottery Community Fund for a five-year programme until 31 December 2027 to build climate resilience by reducing climate impacts and greenhouse gas emissions across the Bude area. It will galvanise residents, businesses, and visitors across all our communities to collaborate in building resilience against climate change.

The **Resilient Bude** programme will deliver activities across six main projects in the Bude Community Network Area, which comprises a town and 10 rural parishes in the most northern part of Cornwall:

- A Sustainable Tourism project
- A Shoreline Resilience project
- An Energy-Efficient Homes programme
- A Library of Things
- A Community Growing project
- A Community Storytelling project

Awareness of all the funded projects is an essential part of the role of the Project Coordinator (Sustainable Tourism). However, their day-to-day responsibility will be to coordinate the delivery of our Sustainable Tourism project in collaboration with **Bude Area Tourist Board** and its staff, and other Bude Climate Partnership staff and volunteers.

Bude Climate Partnership's employees and project delivery partners are people who:

- are committed to taking positive climate action on behalf of their community
- are passionate about making a lasting difference
- have an approachable outlook and can communicate with people of all backgrounds
- are flexible and can take a collaborative approach to teamwork
- are imaginative and able to learn new skills



## Sustainable Tourism Project

With three quarters of local businesses dependent on tourism, it's imperative that Bude adapts to ensure the sustainability of a sector that provides four out of ten jobs within the area, and which defines our sense of place and way of life.

These factors and our geographical isolation, remote and exposed on the north Atlantic coast, far from the extent of public services enjoyed in other parts of Cornwall, make our visitor economy, and therefore our community, highly vulnerable not only to the physical impacts of climate change, but also its economic and social consequences.

To protect our community's health, wellbeing and economy, our sustainable tourism strategy aims to bring together tourism businesses, the community, and our visitors to collaborate on building climate resilience and reducing carbon contributions from a sector that contributes around 50% of our community's carbon emissions.

To prepare for the uncertainties and threats posed by climate change, this is not a project with a fixed plan. Instead, we have a strategy with a target of being the UK's most resilient and sustainable coastal community within five years.

By necessity, our responses must be flexible, dynamic, and responsive, adapting to a rapidly changing climate by harnessing the power of a network of collaborating businesses, the community, and our visitors. We'll test and apply climate and sustainability responses that are new or that have been seen to work well locally and elsewhere and refine them so that they best suit our local area's unique environmental, social and economic characteristics.

For further details of our strategy and to be considered for the position, please read our Sustainable Tourism report, *Reading the Skies*, upon which our strategy is based. It can be downloaded from our website or by clicking [here](#).

**Please note:** It is essential that you are familiar with the report. Your understanding of it will form part of the interview process.

## Job Description

The Project Coordinator (Sustainable Tourism) will play a leading role in creating a self-supporting, resilient visitor-sector network that makes a feature of regenerative, sustainable, balanced tourism. They will assist in making this strategy available to all our local businesses, community and visitors so it can act as an agenda-setting exemplar to other coastal communities.

To deliver this project, the Project Coordinator (Sustainable Tourism) will be assisted by two part-time Sustainable Tourism Assistants, and will liaise with BCP's Programme Director, who will oversee the project. Reporting to the delivery partner, Bude Area Tourism Board, the postholder will coordinate delivery of the following project activities:

1. Build a network of 10 exemplar sustainable Climate Champion tourism businesses to mentor 50 Climate Pioneers to reduce their carbon footprints by 50% over five years.
2. Support the network with training, workshops, sharing networks, resources and best practice information.
3. Establish a Bude sustainable tourism charter.
4. Work with project partners to develop and deliver a tool for measuring tourism-specific carbon footprints in the Bude area.
5. Build a destination partnership focused on resilience.
6. Enlist and support the wider community and visitors as collaborators in the Sustainable Tourism Strategy.
7. Liaise with our Communications and Projects Officer, and Bude Area Tourist Board, to develop content for the VisitBude website to promote and support our Sustainable Tourism Strategy to visitors, the community and local businesses.
8. Collaborate with Exeter University to facilitate annual external project evaluations, as well as student placements for dissertations and work experience.
9. Share learning and collaborate with other similar communities and networks.
10. Support colleagues to assist, promote and communicate the project delivery.

To achieve these aims successfully, we are looking for a candidate with the following personal attributes:

- Friendly, with excellent interpersonal skills for networking, listening, sympathising, recruiting, encouraging and generally lighting a fire in the bellies of those they meet and support
- A confident, positive self-image with a high degree of resilience, flexibility, adaptability, strategic thinking, and ability to learn.
- The social skills, drive and enthusiasm to engage and recruit local businesses to form a movement-building network of climate champions and pioneers
- Adept at spotting and connecting with innovators. Finding such bright sparks and bringing them together to magnify their impact across a network of Bude tourism businesses will make a significant difference to the success of this project

#### **Essential qualifications, skills and experience**

- A degree – or equivalent professional experience – in a subject relevant to sustainability (ideally sustainable tourism)
- A good understanding of climate change and its environmental, social and economic impacts, particularly on coastal and tourism destinations
- A good understanding of the challenges for the transition to a low-carbon energy system
- Very good verbal and written communication skills to convey a vision to business owners and managers, the community and visitors
- Experience of coordinating or managing projects, ideally related to sustainability and/or tourism
- Experience of running workshops and giving presentations to small groups
- Ability to work well under pressure and manage time effectively
- Good IT skills, particularly in Microsoft Office

### **Desirable qualifications, skills and experience**

- Good knowledge of the tourism sector in Cornwall
- Proven track record in understanding and delivering environmental and sustainability improvements
- Experience of working in a partnership organisation and of building strategic external partnerships
- Experience of working with tourism businesses, particularly smaller operations
- An in-depth understanding of issues that businesses face when operating in remote rural and coastal areas

If you want to find out more about the position, please email [mark@visitbude.info](mailto:mark@visitbude.info) to arrange an informal chat.

### **The Important Details**

**Contract:** This is a full-time (35 hours per week) office-based role but open to flexible working arrangements with the right individual, whether flexitime, hybrid working when required, or some other agreed arrangement.

The post-holder will be employed by Bude Climate Partnership to work on a project that is being delivered by one of its member partners, Bude Area Tourist Board. They will report to BATB's Tourism Officer. BCP's Programme Director, who is responsible to the partnership's Project Committee for managing all the Resilient Bude projects, will oversee the project.

Potentially, evening or weekend working will be required, but it is unlikely to be frequent.

**Duration:** The Resilient Bude project is funded until 31 December, 2027. Although we are committed to ensuring that the project has a lasting legacy, we cannot guarantee that any specific role will continue beyond the funding period.

**Location:** Focused entirely on the Bude Community Network Area, this is a role that requires interaction with other staff to coordinate the project. Consequently, the postholder will need to work regularly at our office at the Bude Tourism Information Centre. If necessary, they may also work flexibly at home for some of each week.

**Salary:** Gross salary of £29k–£33k, depending on experience. This will be reviewed annually with an aim of increasing salaries in line with inflation.

**Pension:** Workplace scheme with employer contribution of 3% of gross annual salary.

**Annual leave:** 25 days per annum plus bank holidays

**Further details:** Please email [mark@visitbude.info](mailto:mark@visitbude.info) to arrange an informal chat about the role.

**Application process:** By post or by email. In both cases, please send your CV and a covering letter that describes your motivations and suitability for the role.

Please take note of the person specification and our expectations for the role, as set out above, and explain in your application how you meet them.

Note: as part of the assessment process, we may share details of your application with project partners, unless you request otherwise.

**Email applications to:** [mark@visitbude.info](mailto:mark@visitbude.info)

Please include in the subject line of your email: 'Vacancy – Project Coordinator (Sustainable Tourism)' and your name.

**Post applications to:** Bude Climate Partnership, c/o Bude Tourist Information Centre, The Crescent, Bude EX23 8LE.

Please mark the back of the envelope with: 'Vacancy – Project Coordinator (Sustainable Tourism)'.

**Closing date:** Please submit before midnight on Thursday, 7 September 2023.

**Interviews:** Invitations to interview will be made on Friday, 8 September for an interview on Monday, 11 September.

**Start date:** Ideally in early October, or sooner.