

Job Title	Tourism Manager	Function/Region	Marketing
Reports To	Deputy Centre Manager	Band	4
Location	Noventa		

Our Mission

'To create the finest retail experiences.'

Our Purpose

'Making the extraordinary possible'

Purpose

To develop, deliver and evaluate the annual tourism business plan for Noventa Designer Outlet, increasing tourism-related traffic and revenue and achieving agreed targets. The role builds trade partnerships, delivers tourism initiatives and uses market insight to strengthen the centre's tourism offer in line with McArthurGlen's Corporate Tourism Strategy.

Key Accountabilities

Tourism Strategy & Planning

- Develop, implement and deliver the annual tourism business plan for Noventa Designer Outlet, aligned with McArthurGlen's Corporate Tourism Strategy and the centre's domestic, European and non-European tourism potential.
- Manage the tourism promotional calendar, ensuring initiatives align with strategy, maximise opportunities and support delivery against agreed targets.
- Maintain awareness of national and international tourism trends, identify growth opportunities and recommend initiatives for inclusion in the corporate tourism marketing strategy.

Business Development & Partnerships

- Attend relevant sales missions, trade shows and networking events to raise the centre's profile, expand the trade partner network and support strategic priorities.
- Develop and maintain key accounts with tour operators, tourism bureaux and other regional and national industry stakeholders through regular sales calls and communications.
- Identify, negotiate, deliver and monitor cooperative marketing projects, tour packages, third-party promotions and endorsements with key industry partners, ensuring value for money and revenue growth.
- Act as the centre's tourism advocate, strengthening its position as an industry leader in tourism-related revenue growth and service provision.

Campaign & Centre Delivery

- Work with the Centre Team to organise and deliver promotional and networking events, activities and services that support centre goals in local and international markets.

- Collaborate with the wider corporate and local tourism team on strategic projects that create synergies, improve efficiency and deliver commercial results across the region.
- Ensure the Centre Team delivers agreed tourism initiatives and targets.

Performance, Insight & Budget

- Manage the day-to-day tourism budget and operations, ensuring cost centres remain within agreed allocations and comply with corporate financial policy.
- Evaluate and analyse tourism activities and services against the business plan, reporting results and recommendations regularly to the Deputy Centre Manager.
- Build a clear understanding of centre sales and footfall reports and McArthurGlen customer and tourist data, providing regular and ad hoc reporting to the Deputy Centre Manager.
- Compile market intelligence and produce research and analysis as required.

Governance & Centre Responsibilities

- Comply fully with company policies and procedures and act at all times in the best interests of the company and the entities it represents.
- Undertake centre duty management responsibilities on a rota basis.

Skills and Experience

Commercial & Business Impact

- Apply commercial awareness, customer focus and financial acumen to grow tourism-related traffic and revenue and manage the tourism budget effectively.
- Use data literacy and market intelligence to evaluate performance, identify opportunities and inform tourism plans and recommendations.

Communication & Influence

- Communicate clearly with colleagues and external partners at all levels, adapting messages to the audience and purpose.
- Use presentation, influencing and negotiation skills to build support, secure mutually beneficial partnerships and represent the centre effectively.

Collaboration & Inclusion

- Build trusted relationships across a broad network of centre, regional and tourism-industry stakeholders.
- Seek and value different perspectives, work cooperatively across teams and identify practical ways to overcome barriers to agreement.

Delivery & Performance

- Plan and prioritise tourism activity, manage projects and budgets, and maintain a clear focus on agreed outcomes.
- Take accountability for delivery, manage risks appropriately and follow through on commitments.

Technical Requirements

- Proven experience in an international tourism role, with strong business development and B2B capability.
- An active network within the Italian travel trade is preferred.
- Experience building a brand internationally would be an advantage.
- Fluent written and spoken English and Italian.
- Intermediate proficiency in Microsoft Word, Excel, PowerPoint and Outlook.

Our Success Framework



McArthurGlen, an extraordinary experience for everyone.

At McArthurGlen we value the diversity of our people.

We celebrate difference and believe that everyone is extraordinary.

We are committed to building a culture where our opinions and contributions are listened to and respected and anyone can be themselves.

We learn and grow together, we all belong.