

EY Government Consulting - Tourism & Culture

Job Description 1: Senior Consultant - Tourism Expert

Project Location: Bengaluru with ~50% travel requirement

Qualification:

- ▶ Master's in Business Administration, Urban Planning, Tourism/Hospitality or other similar sectors

Experience:

- ▶ 5-10 years' work experience in tourism, art/craft and culture consulting to Governments in India - state or central
- ▶ Experience of co-leading/leading large transformation and project/program management engagements
- ▶ Deep knowledge and understanding of tourism policies, frameworks, ecosystem and sector trends in India
- ▶ Excellent written and verbal communication skills, including conceptualization, documentation and client management
- ▶ Experience of leading teams and managing multiple team members

Job Description:

Engagement execution

- ▶ Understand current state of tourism in various states and design interventions for 'better tourism experiences'
- ▶ Suggest performance measurement tools or platforms, key performance indicators and protocols to help assess utilization and effectiveness of sites and events.
- ▶ Identify requisite technologies, digital solutions, products, and vendors and arrange meetings/presentation of relevant solutions for user experiences.
- ▶ Develop value propositions by suggesting potential partnerships with civil society organisations (such as NGOs), corporates, donors, religious outfits, telecom companies, educational/research institutes, media houses, etc.
- ▶ Support Client in creating a "calendar of events" across religious, cultural, local and global events
- ▶ Create a strategy for international engagement and brand building
- ▶ Overall program management of the project including tourism development, community engagement, process and documentation

Team and project management

- ▶ Manage end-to-end project delivery including two full time team members
- ▶ Manage client engagement and ensure exceptional client service delivery

Business development

- ▶ Support the team in upselling/cross-selling similar solutions in India
- ▶ Pro-actively engage with existing client connects (senior government officials) in various states and create solutions and pitch decks
- ▶ Support in growing the practice over next 2-5 years

Job Description 2: Consultant - Digital

Project Location: Project Location in South Indian/East Indian States

Qualification:

- ▶ Post graduate degree in Management (preferably Tourism) and Bachelor's in Engineering or relevant field

Experience:

- ▶ 3+ years' work experience in tourism, art/craft and culture consulting to Governments in India - state or central
- ▶ Experience of providing process improvement, process documentation, BPR support to clients including identification and deployment of digital tools to government clients
- ▶ Experience of working in large transformation and project/program management engagements
- ▶ Working and updated knowledge and understanding of tourism policies, frameworks, ecosystem and sector trends in India
- ▶ Excellent written and verbal communication skills, including conceptualization, documentation and client management - MS Word, Powerpoint

Job Description:

Engagement execution

- ▶ Ability to understand client requirements and suggest options for digital tourist experience enhancement
- ▶ Design tourist journey maps, identify points of engagement and propose potential options for delivery
- ▶ Process design and documentation
- ▶ Identify requisite technologies, digital solutions, products, and vendors and arrange meetings/presentation of relevant solutions for user experiences.
- ▶ Create a strategy for establishing a digital footprint for the client across various platforms - website, apps
- ▶ Create a social media and branding strategy for the client - including identifying potential agencies for implementing the strategy
- ▶ Day-to-day support as required

Business development

- ▶ Support the team in conduct research for upselling/cross-selling similar solutions in India
- ▶ Support in growing the practice over next 2-5 years