

Job Description



Visit**Aberdeenshire**

Job Title

Golf Development Executive

Reporting to:

Chief Executive

Purpose:

The Golf Development Executive will work with the Golf industry Board to develop strong relationships with industry to deliver the golf marketing and development plan which will enhance the golf product for visitors and increase visitor numbers to the area.

Principal Duties and Responsibilities:

The Golf Development Executive will be expected to:

- Build and maintain relationships with the golf industry
- Engage with local golf businesses to promote the services of VisitAberdeenshire
- Engage with key stakeholders in the region to build collaborative relationships and assist in designing golf packages
- Take operational responsibility for VisitAberdeenshire's attendance at golf events and exhibitions under the guidance and direction of the Chief Executive
- Engage with local golf clubs to partner in joint marketing activities for the region
- Engage with local golf clubs to help deliver the best visitor experience possible for the region.
- Build and maintain relationships with Scottish Golf and assist in the communication of information to the golf clubs
- Develop a statistics reporting measure for golf clubs and accommodation providers and collate the information on a regular basis.
- Ensure data/information is gathered and collated for monitoring purposes and provide monthly reports for the Chief Executive and Board of Directors.
- Assist in the preparation of the annual golf marketing plan
- Build and maintain relationships with airlines to promote golf tourism and develop potential new routes for promotion
- Work with Scottish golf alliances to promote Scotland as a multi destination golf holiday to ensure a share of visitors to Aberdeen & Aberdeenshire

The post holder will also be expected to:

- Play an active part in the development of the Visit**Aberdeenshire** team, including training and coaching team members as required
- Assist in the delivery of and support Visit**Aberdeenshire** marketing and communications activities
- Undertake any other duties that may be required in order to ensure the smooth running of the organisation

This is a part-time position of 2.5 days per week