

## Job Description

### Job Title

Business Engagement Executive

### Location:

VisitAberdeenshire Offices, Aberdeen

### Reporting to:

Head of Tourism Development

### Purpose:

To develop and manage relationships between VisitAberdeenshire and local tourism businesses & groups, stimulating industry and destination development.

### Principal Duties and Responsibilities:

The Business Engagement Executive will be expected to:

- Build and maintain strong relationships with tourism businesses and professionals operating in the area, also tourism bodies and community groups e.g. community councils, business associations
- Lead or contribute to specified business engagement and tourism development projects
- Proactively identify opportunities for product development aligned to the destination strategy
- Promote marketing and training opportunities and provide advice to stimulate industry development
- Provide regular communications with industry and stakeholders on local and general tourism industry news
- Instigate and plan industry meetings and workshops on tourism topics to foster information sharing, engagement and networking
- Keep up to date with industry developments, support and services available to tourism businesses
- Gather, create and collate marketing content to assist the marketing team
- Manage appropriate digital marketing channels, including social media accounts
- Track, record and provide reports on business engagement activity

The post holder will also be expected to:

- Play an active part in the development of the VisitAberdeenshire team, including training and coaching team members as required
- Assist in the delivery of VisitAberdeenshire marketing and communications activities
- Act in accordance with any and all company processes, including quality, health, safety and environmental.
- Undertake any other duties that may be required in order to ensure the smooth running of the organisation