

VisitAberdeenshire

VisitAberdeenshire is the recognised destination management organisation and lead body for tourism serving Aberdeen and Aberdeenshire. Its primary purpose is to deliver the tourism strategy for the area and its remit embraces both destination marketing and destination development. VisitAberdeenshire's ultimate goal is to lift the economic impact of tourism in the region.

VisitAberdeenshire is a not-for-profit company limited by guarantee; transparent, accountable to its stakeholders and reinvesting any trading surplus in the destination tourism offer. There is a public/private Board of Directors and organisational structure with Aberdeen City Council, Aberdeenshire Council and Opportunity North East (ONE) being significant contributors. Visit Scotland and Scottish Enterprise are also fully committed to working with the company.

VisitAberdeenshire is open and inclusive in its approach, inviting all those with an interest in tourism to be part of their activities and communications network. It is engaged with all parts of the industry and across the region. Where it is of clear value, VisitAberdeenshire will work productively with neighbouring destinations and other industry sectors.

The disciplines VisitAberdeenshire covers are Leisure Marketing (including events and festivals), Tourism Development activities to help local businesses become more productive and competitive, and a focus on the Business Events sector. In support of these disciplines VisitAberdeenshire has established a flexible, knowledgeable and professional team.

Tourism is one of the engine rooms of the Scottish economy. At its heart, this is a sector that inspires people to enrich their lives by exploring a world beyond their own backyard, and importantly, it enriches the livelihoods of those who serve them across a diverse range of businesses.

The stark impact that COVID-19 has had on the local visitor economy presents a significant challenge for businesses across the sector. Recovery will require inspirational leadership.

Aberdeen and Aberdeenshire offer fantastic tourism experiences to its visitors, including 263 castles forming part of the longest castle trail in Europe, some 50 golf courses, a host of museums, nine Scottish National Trust properties, many gardens and buildings of interest, unique preserved fishing villages, and one of the 10 best coastlines in the world as rated by National Geographic.

The Position

VisitAberdeenshire now seeks to appoint passionate and innovative professionals to add to the skills and experience of the Board. Potential directors will need skills and knowledge relevant to the sector and be champions for the organisation and the region.

Key responsibilities include: -

- Contribute to the strategic development of VisitAberdeenshire and its role in developing and growing the tourism economy.
- Develop an effective working relationship between the Board and the Chief Executive, Executive Team, based on openness and mutual respect.
- Build and maintain positive and effective working relationships with all key stakeholders of VisitAberdeenshire both internal and external, locally and nationally.
- Agree the annual budget and performance framework for VisitAberdeenshire.

- Represent VisitAberdeenshire at key national and local events as appropriate to maintain a positive high profile for the Organisation.

Person Specification

- Knowledge and experience of and passion for the tourism industry.
- Strategic thinker with excellent communication and diplomacy skills.
- Strong networks both locally and nationally.
- Experience of working at a senior board level.

Additional Requirements

- Located within easy reach of Aberdeenshire. Knowledge and affinity for the area.
- To be able to commit time and enthusiasm to the role.
- To have a strong commitment to high standards of governance.

Terms

The board currently meets four times a year and directors might be expected to make some commitment beyond that. The positions are not remunerated but are fully expensed. Appointments will be for a period of three years.

To apply please forward a copy of your CV along with a short covering letter to jobs@visitabdn.com by Friday 14th August 2020. Applications should be addressed to Claire Bruce, Chair of VisitAberdeenshire

It is expected interviews will take place during August 2020 with members of the Appointments Committee from the VisitAberdeenshire Board. These interviews will be hosted virtually via Zoom or Microsoft Teams.