

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.

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. Looking ahead, a new state of the art conference centre is under construction along with new port cruise facilities opening in 2020 that will encourage the region to win a more significant share of the growing cruise market.

The Position

VisitAberdeenshire now seeks to appoint dynamic board Directors with skills and knowledge relevant to the sector from any discipline, but especially in the culture and heritage sector, skills development and HR, and adventure sports tourism, to make a positive contribution to the enterprise and be champions for the organisation and 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.

Applications should be sent to Claire Bruce, Chair of VisitAberdeenshire at jobs@visitabdn.com by 12noon on Friday 11th January 2019

It is expected interviews will take place on Wednesday 23rd or Thursday 24th January 2019.