

Job Description



VisitAberdeenshire

Job Title:

Cruise Project Manager

Location:

VisitAberdeenshire Offices, Aberdeen

Reporting to:

Business Development Director

Purpose:

To lead VisitAberdeenshire's involvement in the development of the cruise market to fully exploit the harbour assets and the tourism products within the region, and support VisitAberdeenshire B2B marketing activity as required. This is an evolving project, starting with getting Aberdeenshire businesses cruise ready, promoting itineraries to operators and working with destination partners to ensure a positive and joined-up welcome across the region.

Principal Duties and Responsibilities:

The Cruise Project Manager will be expected to deliver within the following areas:

Strategy

- Develop and deliver a clear and concise cruise Aberdeenshire development and marketing strategy (relating to the regional strategy).

Partnership Working

- Act as lynchpin between tourism businesses in Aberdeenshire, Cruise Lines & Ground Handlers.
- Develop excellent working relationship with the Aberdeen Harbour Cruise Executive.
- Secure support for the Cruise Aberdeenshire initiative at a senior level with representatives from public and private sector organisations

Product Development

- Identify key product areas in line with the Cruise Lines/Ground Handlers demands.
- Work with the ground handlers to understand their requirements needed from VisitAberdeenshire to support growing this market, and apply principles to mainstream B2B networks.
- Work with businesses to adapt their current offer to fit the cruise market.
- Develop creative itineraries with clusters of businesses in line with Cruise Lines/Ground Handlers expectations.
- Be aware of and seek solutions for potential stress points, particularly at visitor attractions, availability of coaches etc.
- Work with the Scottish Tour Guide Association (STGA) to identify the requirement of new guides, and developing a fast track programme for training.

- Work with Aberdeen Harbour on relevant aspects of the quayside experience.
- Work with local authorities to develop the built tourism infrastructure for mass cruise tourism.
- Develop a welcome experience within the destination at all touch points for passengers and crew.

Sales & Marketing

- Promote the destination to the Cruise Lines/Ground Handlers to secure inclusion within a targeted number of programmes, at cruise trade fairs & individual meetings, in conjunction with Aberdeen Harbour.
- Organise familiarisation trips for Cruise Lines/Ground Handlers.

The post holder will also be expected to:

- Produce monthly reports for the Business Development Director, Chief Executive and other senior management as required.
- Play an active part in the development of the VisitAberdeenshire team, including training and coaching team members as required.
- Assist in the delivery of and supporting the VisitAberdeenshire marketing and communications activities.
- Undertake any other duties that may be required in order to ensure the smooth running of the organisation.

Please note, this is a full time position on a fixed term contract until 30th June 2020