



Recruitment pack

Digital Marketing Executive



Message from the Chief Executive



Chris Foy
Chief Executive
VisitAberdeenshire

Thank you for taking an interest in this vacancy. I hope you find the contents of this pack informative and that you will be sufficiently motivated to apply.

Firstly, let me set some context with some background on the role of VisitAberdeenshire. We are an award-winning destination organisation with a brief to develop and promote the tourism offer in North-east Scotland. The ambition is high. In August 2022 we published ['Destination Aberdeen and Aberdeenshire, a Framework for Growth 2022-2030'](#) setting out the best prospects for tourism growth and priorities to underpin them.

We want the North-east to be Scotland's leading visitor destination, with more people staying longer, spending more, exploring deeper and leaving happier.

This role sits within the Marketing & Communications team.

A trip to Aberdeen and Aberdeenshire is becoming an established part of many people's Scottish visitor experience with over three million overnight visitors in 2023, along with 2.5 million day visitors, collectively contributing towards an economic impact of £1.2 billion for the North-east region.

But there is still a long way to go to attract more visitors who will stay longer, spend more and leave happier. Since 2016 we have been delivering compelling marketing campaigns through paid-for channels, social media and through our own channels. We have built up a loyal following of prospective and repeat visitors to the region, and we are continually building that audience, with activities based on clear customer

and market insight, and substantiated through rigorous evaluation.

Highlighting wonderful visitor experiences across the region is at the heart of this work, as well as the creation and curation of amazing content. We are looking for a dynamic individual who can be a champion for the region in a highly competitive environment.

You will have an ambition to progress your career in marketing and bring a persuasive use of language and imagery to your work. The accompanying profile will help to set out the role and responsibilities as well as the expectations we have for essential skills and experience.

Thank you for considering this career opportunity at VisitAberdeenshire.

Contents

- 1 The tourism industry
- 2 About us
- 3 Organisation structure
- 4 Purpose, vision & values
- 5 Job description
- 7 Person specification
- 8 Employment package
- 9 Application process
- 10 Selection
- 11 Working at VisitAberdeenshire



The tourism industry

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.

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 National Trust for Scotland properties, an emerging adventure tourism offer, 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 stark impact of COVID-19 on the local visitor economy, and the current economic environment presents a significant challenge for businesses across the sector. The launch of a refreshed tourism strategy in summer 2022; '[Destination Aberdeen & Aberdeenshire, Framework for Growth 2022-2030](#)' provides basis to address these challenges, and to take advantage of market opportunities.

PRE-PANDEMIC, DIRECT TOURISM EXPENDITURE **IN THE NORTH-EAST** CONTRIBUTED OVER **£730 MILLION** TO THE LOCAL ECONOMY EVERY YEAR, SUPPORTING ALMOST **18,500 JOBS** ACROSS NEARLY **1,400 DIVERSE BUSINESSES**.



About us

VisitAberdeenshire is the recognised destination organisation and lead body for tourism serving Aberdeen and Aberdeenshire.

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.

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.

There is a corporate Board of Directors who provide counsel and governance to VisitAberdeenshire. Board Members include our three main funders Opportunity North East, Aberdeenshire Council and Aberdeen City Council, alongside several senior professionals from the region.



Organisation structure

The company and senior leadership team is structured into three core areas, working alongside the Business Services and Insights & Evaluation departments.

All activity undertaken by VisitAberdeenshire is informed by customer, market and industry insight. In support of these disciplines the organisation has established a flexible, knowledgeable and professional [team](#).

- Aberdeen Convention Bureau (our mid to long-term market focus)**
 The Convention Bureau team promotes the region to travel intermediaries and conference and event planners in the UK and overseas to ensure the region is a first-choice destination for both leisure visits and business events.
- Marketing & Communications (our short-term market focus)**
 The Marketing team helps grow the visitor economy through destination marketing, campaign and PR activities to continually raise awareness of – and drive visits to – Aberdeen and Aberdeenshire in targeted markets.
- Tourism Development (our local business and destination focus)**
 The Tourism Development team provides advice and support to help tourism businesses develop skills and products to meet demand from an ever-changing market.
- Insights and Evaluation**
 The Insights and Evaluation team curates and shares insights to inform business decision-making and strives to demonstrate the value and impact of our activity through tracking, measurement and reporting.
- Business Services**
 The Business Services team supports the employees, volunteers, Board of Directors and business with all aspects of human resources, finance, facilities, health & safety and maintains good corporate governance for the organisation.



PURPOSE, VISION, VALUES AND BEHAVIOURS

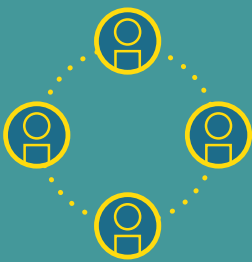
PURPOSE STATEMENT

Our purpose is to help drive demand to visit Aberdeen and Aberdeenshire, and to support businesses to develop and to meet that demand.

VISION STATEMENT

Our vision is to be the leading destination organisation in Scotland increasingly recognised for growing the visitor economy through bold and dynamic initiatives.

VALUES AND BEHAVIOURS (CARE)



Collaborative - We work in partnership, internally and externally to work towards our company vision.

- Cross team working.
- Working with industry.
- Value and listen to counsel from key stakeholders and Board of Directors.



Ambitious - We are creative, forward-thinkers and passionate about what we do.

- Be curious and question the status quo.
- Feel empowered to bring ideas to the table.
- Pursue bold and dynamic ways to inspire and engage with colleagues and industry.



Responsible - We take an environmentally responsible and insights driven approach, operate inclusively and are respectful of others.

- Understand insights and customer's needs in all decision making.
- Strive to source and buy local to support wider sustainability and net zero ambitions of the region.
- Celebrate and support colleagues to create a one team approach.



Empathetic - We listen and respond to the needs of others.

- Be friendly, approachable and open to listening to colleagues and industry partners.
- Demonstrate flexibility to our colleagues and stakeholders.
- Approach challenges with a positive perspective.

Role profile - job description

Role purpose

To work across the Marketing team to deliver VisitAberdeenshire's marketing and communications activity and report on performance.

Job title • Digital Marketing Executive

Location • VisitAberdeenshire Office

Reporting to • Marketing Manager

Salary • Circa £25,000 per annum

Hours of work • 35 hours per week

Principal duties and responsibilities

The Digital Marketing Executive will be expected to work across the following areas:

Content production and administration

- Proactively identify relevant content (source, commission, create, and repurpose) for all VisitAberdeenshire digital platforms.
- Support with production of campaign assets where required.
- Support with proof reading of all VisitAberdeenshire materials where required.
- Day to day administration of VisitAberdeenshire content hub and assets.
- Develop and deliver quarterly content plans in line with the annual marketing plan and agreed themes.

Website

- Work with the Marketing Manager to ensure the website is fit for its purposes, and suitable for the organisation's various audiences, including the creation of bespoke landing pages.
- Maintain good working relationships with the organisation's external website developer, as main point of operation contact.
- Ensure website content is accurate, current, and relevant.

Social media

- Develop and deliver social media plan in line with the annual marketing plan and agreed themes.
- Administration of the organisation's identified consumer social media accounts.

Reporting and data administration

- Gather, collate, and analyse data and information on social media and website performance.
- Act as data protection lead for Marketing and Communications team.
- Utilise CRM to record and track marketing activity with industry.
- Produce reports on activity as required.
- Ad-hoc administrative support to the Head of Communications for press trip travel and itineraries.

The post holder will also be expected to:

- Act in accordance with any and all company processes, including quality, health, safety and environmental.
- Take a proactive stance to achieving set objectives with a solutions-led approach to overcome the unexpected.
- Take responsibility and ownership for own performance, development and behaviour.
- Play an active part in the development of the VisitAberdeenshire team, including supporting other team members.
- Maintain high levels of communication and dialogue with internal colleagues, external partners, and stakeholders.
- Manage time and resources effectively, prioritising efforts according to organisation goals.
- Build and maintain an understanding of the local tourism industry.
- Undertake any other duties that may be required in order to ensure the smooth running of the organisation.
- Act upon defined areas of the business plan, as agreed with the Chief Executive.

Key competencies include:

Communication • Organisational skills • Attention to detail • Creative writing



Role profile - person specification

CATEGORY	ESSENTIAL	DESIRABLE
Skills, knowledge, and aptitudes	<ul style="list-style-type: none"> • Strong communication and interpersonal skills. • Excellent written English and creative writing skills. • Strong organisational skills. • Ability to assist with a broad portfolio of projects. • Ability to draft concise and informative reports in line with organisational requirements. • Excellent IT skills. • Knowledge of Data Protection, data transfer and image rights. • Attention to detail and high level of accuracy in proof reading. 	<ul style="list-style-type: none"> • Knowledge of tourism market. • Working knowledge of design software packages such as InDesign and Canva. • Experience of working with customer relationship management (CRM) software packages.
Qualifications and training		<ul style="list-style-type: none"> • Educated to degree level or equivalent in relevant discipline.
Experience	<ul style="list-style-type: none"> • Experience of working (or work experience/internship) in a marketing environment. • Experience of digital and social media marketing, and content creation. • Experience of using website content management systems and e-marketing. • Experience of working with Microsoft Office packages 	<ul style="list-style-type: none"> • Experience of tourism / hospitality / events industry. • Knowledge of SEO and Google Ads/PPC campaigns. • Experience of design packages/ software.
Disposition	<ul style="list-style-type: none"> • Ability to work collaboratively and on own initiative. • Strongly motivated, reliable, and conscientious. • Able to work under pressure and to tight timescales for delivery. • Ability to work in a fast-paced environment and adapt to changing project plans. • Confident to propose solutions to Senior Team members. • Creative and innovate thinker. 	<ul style="list-style-type: none"> • Friendly and approachable. • Sense of humour. • Ability to encourage and develop teamwork within the workplace.
Special requirements		<ul style="list-style-type: none"> • Driving licence

Employment package

Salary

- This role has a salary commensurate with its responsibilities and expectations.
- The salary for this role will be circa £25,000 per annum.

Additional benefits

- Generous annual leave of 33 days per annum (full-time contract).
- Company pension scheme (4% employer contribution).
- Hybrid working opportunities.
- Employee Assistance Programme.
- Independent financial and legal advice.
- Death in service insurance.
- Health and Wellbeing Programme.
- Discounted tourism attraction entry.
- Cycle to work scheme.



Our office is based to the north of the city at Aberdeen's leading event complex, P&J Live.

Application process

To apply for our vacancy please email a copy of your current CV with a covering letter (no more than 1 page of A4) to Fiona Douglas, HR & Business Services Manager at jobs@visitabdn.com.

You will be initially assessed on how you demonstrate your suitability for the role across the following areas:

- **Skills, knowledge and aptitude**
- **Qualifications and training**
- **Experience**
- **Disposition**

The job description and person specification should be your guide during the application process and used to demonstrate how you fit the role and key competencies. Where relevant this should be evidence based and draw on experience in previous roles.

Short-listing will be based on candidate's ability to meet the majority of the post's key requirements and competencies. This is summarised within the job description and person specification.

Informal enquiries about the role can be made to Fiona Douglas, HR & Business Services Manager by emailing jobs@visitabdn.com in the first instance.

Selection process - key dates

Key Dates	Stages
19 May 2024	Closing date for applications
23 May 2024	Short-listed candidates to be invited for interview
29 May 2024	First interviews

Selection

We use a variety of different methods within our recruitment processes which allows a very broad range of elements to be assessed.

The exact structure will be confirmed once we have decided how many candidates, we will be taking forward but it will be based on some or all of the following elements.

- **Online profiling** - done prior to attending interview through application review
- **Panel interview**
- **Interview presentation** or similar competency-based task

It is not anticipated that all candidates will be invited to the panel interview stage. Full details will be provided as we go through the recruitment process.

Pre-employment Checks

Before any firm offer of employment can be made, you will be required to complete an employment health questionnaire.

In all cases, references will be checked, and evidence of qualifications will be required. In addition, we are legally required to ensure that you are eligible to work in this country and you will be asked to provide appropriate evidence of this.



Working at VisitAberdeenshire

Employees are a business’ greatest advocates and without a group of creative, inspiring, and dedicated employees VisitAberdeenshire could not deliver its remit.

VisitAberdeenshire values the importance of its employees and their views on the organisation.

Regular engagement with employees is undertaken to help identify and build upon the strengths and talents in the team. VisitAberdeenshire asks employees to take part in an annual employee engagement survey to delve deeper than the drivers of pay and job security and seek feedback on professional development, personal accomplishment, work/life balance and the ability to influence the company’s direction.

VisitAberdeenshire aims to be an employer of choice, through fostering a supportive and friendly environment where people feel valued. We strive to operate an ‘open door’ policy, offer support, guidance and opportunities for learning and development within the team.

<p>Health & Wellbeing We are committed to the health and wellbeing of all our employees. The organisation has a dedicated Health & Wellbeing Policy with numerous initiatives in place to support employees.</p>	<p>Learning & Development We are committed to continual learning and development for all team members VisitAberdeenshire empowers employees to upskill and take ownership of their personal development.</p>	<p>Communication We are committed to open communication and employee feedback within the organisation.</p>
---	---	---

What do our employees say are the best things about working for VisitAberdeenshire?

- “I love promoting our region and **feel proud** to do so.”
- “The talented team around us are specialists in their field - **we are great at what we do.**”
- “The work we do is fast paced, **exciting and rewarding**. We’re at the coal face of a dynamic industry and work to best serve the stakeholders we work with.”
- “The **stimulating** and constructively challenging nature of the work.”
- “Collaborative and friendly **culture** of the team.”
- “**Flexible working** and organisational culture.”

Thank you for considering VisitAberdeenshire for your next career move.

VisitAberdeenshire is funded by:



VisitAberdeenshire
c/o P&J Live
East Burn Road
Aberdeen
AB21 9FX

T 01224 900490
E jobs@visitabdn.com
W visitabdn.com/about-us/vacancies