

Job Description



VisitAberdeenshire

Job Title:

Head of Convention & Events Bureau

Location:

VisitAberdeenshire Offices, Aberdeen

Reporting to:

Chief Executive

Purpose:

To lead VisitAberdeenshire's Business Events agenda that will deliver a significant uplift in meetings and conventions held in the City and surrounding Shire following the opening of the major new venue in 2019; and to support the delivery of prioritised major events in Aberdeenshire

Principal Duties and Responsibilities:

The Head of Convention & Events Bureau will be expected to deliver within the following areas:

Overall

- Develop and deliver a clear and concise Business Events action plan (relating to the regional strategy) and communicate with all partners.
- Work with CEO to agree targets for outputs and outcomes from VA's work
- Responsibility for evaluation and reporting of outcomes from VA's work, using internal and external resources to help monitor and measure the impact of activity.

Partnership Working

- Develop excellent working relationships with Business Events Scotland, SMG, Aberdeen City & shire Hotel Association (ACSHA); Aberdeen City Council, Aberdeenshire Council, Academic institutions. Achieved through coordinating regular bid pipeline meetings and ongoing dialogue
- Represent VA on Events 365 group
- Build robust relationships with local Industry and industry groups to develop the business events product.

Marketing

- Create and manage a destination awareness campaigns towards targeted audiences, nationally and internationally, including leading Aberdeenshire presence at trade events. Agree lead generation targets, and associated performance metrics with the CEO
- Determine destination marketing material requirements,

- Work with VA colleagues to deliver social media campaigns, PR, familiarisation visits for the destination
- Work with marketing team to determine optimal lead branding for Aberdeenshire business events.

Target business events aligned to Aberdeen's academic and industry strengths

- Oversee research proactive bid options outside of AECC research spectrum
- Lead Ambassador Programme with academic institutions (Inc. Robert Gordon University, University of Aberdeen, John Hutton Institute), and industry leaders
- Produce and lead competitive bid documents for the destination. Inputting destination narrative to AECC Bids.
- Work with ACSHA and venues to secure room allocations for prioritised bids
- Work with AECC & ACC to prioritise and processes subvention funding applications

Central bid & event support

- Design and manage an impartial advice and support service to all conference organisers in terms of: identifying venues, providing advice and support
- Responsibility for management of accommodation systems & bed bank (incl. sport events), working with ACSHA and venues to secure allocations for bids
- Lead communications with city and shire stakeholders to secure pledges for bids, initiate public engagement and legacy programmes

Line Management & Budget Responsibility

- Line management of two team members. Work with CEO to determine and agree job descriptions and objectives for the team
- Direct budget responsibility and influence over a subvention budget
- 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