

Job Description



VisitAberdeenshire

Job Title:

Insights & Evaluation Manager

Location:

VisitAberdeenshire Offices, Aberdeen

Reporting to:

Marketing Director

Purpose:

The Insights & Evaluation Manager is an essential new position within the VisitAberdeenshire team that will ensure that the organisation sets clear objectives for its work; makes evidence based decisions; and can directly attribute outcomes from its activity.

Principal Duties and Responsibilities:

The Insights & Evaluation Manager will be expected to deliver within the following areas:

Overall

- Work with the senior management team to determine and refine performance metrics for VisitAberdeenshire, and for the wider North East visitor economy
- Work with the senior management team to set measurable and realistic objectives for destination/product development, marketing and communications, and travel trade and business events activity as an integral part of annual business planning
- Ensure the VisitAberdeenshire team is kept informed of emerging data, consumer trends and policy decisions likely to impact the tourism sector at the international, national and regional level

Insight sourcing and interpretation

- Drawing from VisitScotland, VisitBritain, and other primary data available, identify and interpret sets of macro and micro intelligence (both quantitative and qualitative) to inform VA decision making, including, but not limited to:
 - Global tourism trends
 - The macro economic environment
 - The performance and approach taken by comparable destinations through the development of “competitor sets”
 - Identifying product strengths and weaknesses within the North East visitor economy in relation to customer demand
 - Identifying optimal target audiences (both B2C and B2B) for VA sales and marketing activity; including their motivations, booking habits and the most effective channels to reach and engage with them
- Undertake gap analysis to understand what additional insights are needed in order that VisitAberdeenshire’s interventions are evidence based
- Brief and contract agencies as required to deliver fieldwork if not practical to deliver in-house

Evaluation

- Develop a framework for projects, marcomms, and sales activity evaluation
- Retain flexibility to incorporate evaluation frameworks for partnership activity (e.g. work with partners to help determine visitor related outcomes from relevant public events (e.g. Great Aberdeen Run))
- Brief and contract agencies as required to deliver evaluation for specific projects if not practical to deliver online and offline fieldwork in-house

Other Responsibilities

- The post holder will work with the senior management team to define and influence budget for insights and evaluation activity.
- 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.