



Business Development Executive
RECRUITMENT PACK

Excellent salary and benefits package



CONTENTS

1 | MESSAGE FROM CHRIS FOY
CEO, VISITABERDEENSHIRE

2 | ABOUT US

4 | ROLE PROFILE
JOB DESCRIPTION

6 | ROLE PROFILE
PERSON SPECIFICATION

7 | EMPLOYMENT PACKAGE

7 | APPLICATION PROCESS

8 | SELECTION PROCESS

9 | BUSINESS' GREATEST ADVOCATES



MESSAGE FROM CHRIS FOY CEO, 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 and spending more.

VisitAberdeenshire's work is based around three core areas of activity, all of which are informed by customer, market and industry insight.

- Local business and destination focus. To support recovery and development through business engagement programmes that address industry challenges, and support sector opportunities.
- Short term market focus. To drive demand for local tourism experiences through promotion to targeted consumer audiences.
- Mid to long term market focus. To secure a pipeline of new business for future years from travel trade intermediaries, and from meeting and event organisers.

It is in the third area where we have a vacancy for a Business Development Executive (Convention Bureau).

The opening of P&J Live in 2019 marked a step change for Aberdeen as a host venue for business events. With world class facilities in a highly accessible location, Aberdeen has become a serious contender to host UK and European meetings, conferences and events, which in turn attract high volume, high value visitors to the city.

Successful bidding for association conferences relies upon a robust combination of great facilities, and the support of bid ambassadors who are often experts in their fields with academia and business.

Working closely with the sales team at P&J Live, VisitAberdeenshire's role focusses on promoting the benefits of bringing events to the city region, co-ordinating bids, and leading the recruitment of bid ambassadors.

We are looking for a dynamic individual who be a champion for Aberdeen in a highly competitive environment

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 VisitAberdeenshire for your next career move.

A handwritten signature in black ink that reads "Chris". The signature is fluid and cursive, written in a professional but personal style.

ABOUT US

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.

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 corporate Board of Directors with Opportunity North East (ONE), Aberdeenshire Council and Aberdeen City Council, being significant contributors. Visit Scotland and Scottish Enterprise also work closely 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.

STRUCTURE

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

Marketing & Communications

Business Development

Tourism Development

Insights & Evaluation

Business Services

ROLE PROFILE - JOB DESCRIPTION

JOB TITLE: BUSINESS DEVELOPMENT EXECUTIVE

LOCATION: VISITABERDEENSHIRE OFFICE,

REPORTING TO: HEAD OF BUSINESS DEVELOPMENT

SALARY: CIRCA £25,000 PER ANNUM

HOURS OF WORK: 35 HOURS PER WEEK

ROLE PURPOSE:

To promote Aberdeen as a leading Business Event destination to secure new international, national conferences, business meetings, events and incentive groups to the city.

PRINCIPAL DUTIES AND RESPONSIBILITIES:

The Business Development Executive will be expected to work across the following areas:

Business Event sales

- Develop new business, identifying and converting sales opportunities for conferences, meetings and events for Aberdeen city and regional venues.
- Produce conference bids, proposals, and presentations to meet client requirements outlining how their event could best be delivered in Aberdeen.
- Coordinate and manage effective site inspections and familiarisation visits to promote Aberdeen as a business events destination.
- Coordinate attendance and VisitAberdeenshire representation at virtual and face to face tradeshows, exhibitions and workshops promoting Aberdeen as a business events destination and maximising return on investment.

Destination Support

- Provide destination support to conferences taking place at P&J Live and regional venues. This includes, civic reception applications, accommodation management, negotiating delegate discounts, negotiating transport offers, securing social venues, providing a city-wide partner briefing, managing site visits, providing marketing and promotional content for delegates and a dedicated conference website.
- Co-ordination of the Welcome to Aberdeenshire volunteer group in relation to large scale key business events.

Partnership Working

- Develop a proactive working relationship with key stakeholders and venues across the city and region.
- Develop productive relationships with the VisitBritain and VisitScotland business events teams.

Incentive Travel

- Proactively promote the range of experiences in the region to targeted incentive travel buyers.
- Coordinate attendance and VisitAberdeenshire representation at virtual and face to face trade shows, exhibitions and workshops promoting Aberdeen and Aberdeenshire to maximise return on investment.
- Prepare and deliver effective familiarisation trips for targeted incentive buyers to promote experiences within the region.

Reporting

- Work with the Insights and Evaluation Manager & Head of Business Development to track activity and conversions on all sales activity to demonstrate the value of VisitAberdeenshire interventions.
- Maintain the CRM database to ensure all profiles and correspondence are recorded.
- Assist with achieving commercial income generation targets.
- Prepare regular reports on activity against targets as requested by the Head of Business Development.

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:

- Communication
- Organisational skills
- Analytical thinker
- Customer relationship management

ROLE PROFILE - PERSON SPECIFICATION

| CATEGORY | ESSENTIAL | DESIRABLE |
|---------------------------------|--|--|
| SKILLS, KNOWLEDGE AND APTITUDES | <ul style="list-style-type: none"> Strong sales and business development acumen. Knowledge and understanding of the meetings and events industry. Sound knowledge of marketing and communications. Excellent communication and interpersonal skills. Excellent oral and written presentation skills. Strong networking skills. Excellent IT skills. Ability to draft concise and informative reports in line with organisational requirements. | <ul style="list-style-type: none"> Good business and negotiation skills. Knowledge of the region's leading economic sectors. Knowledge of the region's academic and research institutions. Experience of working with Design software packages such as InDesign. Experience of working with customer relationship management (CRM) software packages. Understanding of financial procedures. |
| QUALIFICATIONS AND TRAINING | <ul style="list-style-type: none"> Minimum of 2 years' experience | <ul style="list-style-type: none"> Educated to degree level in relevant discipline. |
| EXPERIENCE | <ul style="list-style-type: none"> Experience of working in a sales and marketing environment. Experience of working in collaboration with a range of stakeholders to meet common goals. Experience of creating digital marketing content. Sales research experience. Experience in the production and delivery of presentations and client proposals. Experience of organising and delivering client events. Experience of generating and closing new business opportunities. Client management experience and track record of developing client relationships. | <ul style="list-style-type: none"> Tourism, hospitality, or event management experience. Stakeholder engagement. |
| 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. Confident to propose solutions to Senior Team Members. Strategic and innovative thinker. | <ul style="list-style-type: none"> Friendly and approachable. Ability to encourage and develop teamwork within the workplace. |
| SPECIAL REQUIREMENTS | <ul style="list-style-type: none"> Able to work out-of-office hours and spend time away from home as required. Ability to travel across the region, the UK and internationally, if required. | <ul style="list-style-type: none"> Driving licence and access to own car |

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
- Company pension scheme
- Employee Assistance Programme
- Independent financial and legal advice
- Death in service insurance
- Perks at Work reward scheme
- Health and Wellbeing programme
- Discounted tourism attraction entry

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, Office & Finance 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. Where relevant this should be evidence based and draw on previous roles.

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

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

SELECTION PROCESS

| KEY DATES | STAGES |
|----------------|---|
| 27 November | Closing date for applications |
| 30 November | Shortlisted candidates to be invited to interview |
| 7 & 8 December | 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
- Presentation topic
- Panel interview

It is not anticipated that all candidates will be invited to the final panel interview stage.

Full details will be provided as we go through the recruitment process.

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.

EMPLOYEES ARE A BUSINESS' GREATEST ADVOCATES

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 empowers employees to upskill and take ownership of their personal development through the annual appraisal process and regular one to one discussions with Line Managers.



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