

**Tourism Development Executive**  
**RECRUITMENT PACK**

*Excellent salary and benefits package*



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CEO, VISITABERDEENSHIRE

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## 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 marketing and management organisation with a brief to develop and promote the tourism offer in North-east Scotland. The ambition is high. Pre-pandemic we were making great strides towards the targets set out in the regional destination strategy, with a headline ambition of achieving £1 billion-a-year in direct visitor revenues for the region by 2023. As the world finds its way out of the pandemic, there is a steep hill to climb for the tourism sector.

VisitAberdeenshire's response to this challenge is shaped 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 business 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 business event organisers

It is in the first area where we have a vacancy for a Tourism Development Executive. Our work with local business, groups and organisations is to support recovery and growth of tourism in the North-east. Since mid-2020 VisitAberdeenshire's tourism development work has evolved into a business recovery programme that provides advice, support and networks for local businesses. The pandemic has also changed the way that the organisation communicates and brings businesses together, and it is expected that there will be more change ahead in this area. If you have the skills and mindset to support our ambitious plan in this critical area of our operation, we want to hear from you.

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.



## 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.

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:** TOURISM DEVELOPMENT EXECUTIVE

**LOCATION:** VISITABERDEENSHIRE OFFICE

**REPORTING TO:** HEAD OF TOURISM DEVELOPMENT

**SALARY BANDING:** BAND B - £24,000 TO £27,000 PER ANNUM

**ROLE PURPOSE:**

To support the planning, delivery and evaluation of the Business Recovery Programme to stimulate industry development and to support wider business engagement activity and communications.

**PRINCIPAL DUTIES AND RESPONSIBILITIES:**

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

**Industry Events**

- Lead on logistical arrangements and follow-on actions for delivery of all industry webinars, workshops and events including a programme of local meetings. This includes but not limited to
- sourcing venues for face-to-face events,
- issuing invitations and co-ordinating responses,
- liaising with external speakers,
- liaising with venues and providing logistical support on the day for face-to-face events,
- co-ordinating a technical pre webinar session and recording webinars for virtual events,
- issuing feedback surveys, co-ordinating responses, evaluation and maintaining records.

**Industry Engagement**

- Support the provision of 1to1 advice to tourism businesses on a reactive basis and support engagement with business groups and a programme of local meetings.
- Contribute to industry communications including the e-newsletter
- Support wider industry engagement activity
- Contribute to specified Tourism Development projects
- Utilise CRM to record, track and provide reports on industry engagement activity
- Prepare regular reports on activity against targets as requested by the Head of Tourism Development.

**Industry Website**

- Support the development and maintenance of content on the industry website to provide pertinent industry information, ease of use and engaging and relevant content.
- Support tourism businesses in developing and maintaining listings on the consumer website, including the publishing process.

**Business Recovery Programme**

- Lead or support specified Business Recovery Programme workstreams.
- Prepare regular reports on activity against targets as requested by the Head of Tourism Development.
- Liaise with a specified number of tourism businesses.

**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.
- Takes responsibility and ownership for own performance, development and behaviour, learns from successes and failures and setting high expectations.
- Play an active part in the development of the VisitAberdeenshire team, including coaching and mentoring team members appropriately to support their continued development.
- 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.
- Undertake any other duties that may be required in order to ensure the smooth running of the organisation.

## ROLE PROFILE

### PERSON SPECIFICATION

CATEGORY	ESSENTIAL	DESIRABLE
<b>SKILLS, KNOWLEDGE AND APTITUDES</b>	<ul style="list-style-type: none"> <li>• Excellent IT skills in particular excel.</li> <li>• Excellent communication and interpersonal skills.</li> <li>• Excellent organisational skills.</li> <li>• Ability to manage a broad portfolio of projects.</li> <li>• Ability to draft concise and informative reports in line with organisational requirements.</li> <li>• Knowledge and understanding of tourism industry in Scotland.</li> </ul>	<ul style="list-style-type: none"> <li>• Good business skills.</li> <li>• Delivering meetings with breakout sessions/whiteboards on Zoom and Microsoft Teams.</li> </ul>
<b>QUALIFICATIONS AND TRAINING</b>	<ul style="list-style-type: none"> <li>• Educated to degree level or equivalent in relevant discipline with a minimum of 2 years' experience or 3 years' work experience where no formal qualifications</li> </ul>	
<b>EXPERIENCE</b>	<ul style="list-style-type: none"> <li>• Experience of using content management systems.</li> <li>• Experience of working with Microsoft Office packages.</li> <li>• Experience of working within a hospitality / tourism environment.</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of organising events or events industry.</li> </ul>
<b>DISPOSITION</b>	<ul style="list-style-type: none"> <li>• Able to work calmly under pressure and to tight timescales for delivery.</li> <li>• Ability to work collaboratively and on own initiative.</li> <li>• Strongly motivated, reliable and conscientious.</li> <li>• Confident and propose solutions to Senior Team Members.</li> </ul>	<ul style="list-style-type: none"> <li>• Friendly and approachable.</li> <li>• Empathetic</li> <li>• Ability to encourage and develop teamwork within the workplace.</li> </ul>
<b>SPECIAL REQUIREMENTS</b>	<ul style="list-style-type: none"> <li>• Able to work out-of-office hours and spend time away from home as required.</li> <li>• Driving licence and access to own car</li> </ul>	



## EMPLOYMENT PACKAGE

### SALARY

This role has a salary commensurate with its responsibilities and expectations.

The salary banding for this role within the organisation is band B and will be between £24,000 and £27,000 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 gym memberships
- 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](mailto: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](mailto:jobs@visitabdn.com) in the first instance.

## SELECTION PROCESS

### KEY DATES

### STAGES

1st August 2021	Closing date for applications
4th August 2021	Shortlisted candidates to be invited to interview
10th August 2021	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
- Management scenario exercise
- 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 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. Regularly 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 mapped departmental competence frameworks.



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