



## Marketing Manager 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, we believe that target can still be attained, but we have a much steeper hill to climb.

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.

- A tourism development team whose primary focus at present is delivering a business recovery programme
- A business-to-business focus to maintain a strong market presence for the longer term among intermediary buyers in the travel trade, and conference organisers. This includes the work of our convention bureau.

Delivery of consumer facing promotional campaigns to drive demand for the North-east in the short term

It is in the third area where we have a vacancy for a Marketing Manager. In recent years, we have set the bar high with the quality of delivery, and outcomes from our marketing activity. In a highly competitive market, we need to deploy incredibly effective communications to attract the attention of potential visitors, and inspire them to not only dream of a experiencing our part of the world, but to take action to book, travel, recommend and ideally, return. We focus on the competitive strengths within the region and target audiences accordingly. Whilst there are many well established reasons to visit across the City and Shire, we are also turning our attention to new opportunities such as Adventure tourism. We are also about to embark upon an ambitious re-brand for much of our consumer facing activity.

So, it is a great time to come on board. The accompanying profile will help to set out the role and responsibilities as well as the expectations we have for essential skills and experience. The role will be demanding, fast paced and will suit an ambitious career-minded individual who can combine creativity with the ability to effectively manage the demands of campaign delivery.

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 Marketing

Tourism Development

Insights & Evaluation

Business Services

## ROLE PROFILE

### JOB DESCRIPTION

**JOB TITLE:** MARKETING MANAGER  
**LOCATION:** VISITABERDEENSHIRE OFFICE  
**REPORTING TO:** SENIOR COMMUNICATIONS MANAGER  
**SALARY BANDING:** BAND D - £30,000 TO £40,000 PER ANNUM

**ROLE PURPOSE:**

To lead the implementation of agreed consumer marketing activities within the annual VisitAberdeenshire delivery plan. Monitor outcomes from activity and report on performance.

**PRINCIPAL DUTIES AND RESPONSIBILITIES:**

The Marketing Manager will be expected to create, implement and deliver the organisation's paid for marketing activity around agreed themes to meet campaign objectives:

**Digital Marketing Activity**

- Deliver consumer focused digital marketing activity around key themes, alongside campaign partners, drawing from market and customer insight.
- Agree channels that provide an optimal connection to VisitAberdeenshire's target audiences, working with media buyer as necessary, and in-house as situations require.
- Develop and manage relationships with appointed media buyer, acting as the day-to-day contact for the organisation.
- Coordinate design and production of all VisitAberdeenshire consumer advertisements including audio, visual and copy in line with the brand proposition.

**Website Management**

- Day to day management of the organisation's website to ensure that it fulfils its purpose as an inspirational source of visitor information with content that has a clear line of sight to themes and specific campaigns.
- Effective use of search engine optimisation.
- Develop and maintain good working relationship with web developer and act as the day-to-day contact for the organisation.
- Oversee the implementation of the content management system and liaise with website suppliers.

**Social Media**

- Co-ordinate delivery of the organisation's social media, including creation of a social media plan that has a clear line of sight to themes and specific campaigns, aligned with effective use of channels that provide an optimal connection to VA's target audiences.

**Partner Marketing**

- In conjunction with the CEO and Senior Communications Manager draft partner marketing proposals.
- Implement, manage and monitor marketing activity within partner campaigns
- Build and maintain relationships with key industry partners locally and nationally to extend the reach of our messaging about the region.

**Budget and reporting**

- Monitor and report on VisitAberdeenshire's marketing performance, ensuring data/information is gathered, collated and analysed for monitoring purposes by the Insights & Evaluation Manager.
- Produce activity reports for the senior management team.
- Accountability for key projects within the marketing department budget, ensuring that procurement policy and procedures are followed, including reporting.

**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.
- Act upon defined areas of the business plan, as agreed with the Chief Executive.

## ROLE PROFILE

### PERSON SPECIFICATION

CATEGORY	ESSENTIAL	DESIRABLE
<b>SKILLS, KNOWLEDGE AND APTITUDES</b>	<ul style="list-style-type: none"> <li>Specialist knowledge of Marketing,</li> <li>Excellent communication and interpersonal skills.</li> <li>Excellent organisational skills.</li> <li>Excellent negotiation skills.</li> <li>Excellent IT skills.</li> <li>Focused on outcomes and evaluation of work.</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> </ul>	<ul style="list-style-type: none"> <li>Knowledge of tourism market.</li> <li>Knowledge of Data Protection and image rights.</li> </ul>
<b>QUALIFICATIONS AND TRAINING</b>	<ul style="list-style-type: none"> <li>Educated to degree level in relevant discipline with minimum of 3 years' experience or, where no qualifications, minimum of 5 years' experience.</li> </ul>	
<b>EXPERIENCE</b>	<ul style="list-style-type: none"> <li>Extensive marketing experience and an understanding of marketing tools.</li> <li>Experience of managing digital and social media activity.</li> <li>Experience of managing website content management systems and e-marketing.</li> <li>Experience of SEO and Ad Words/PPC campaigns.</li> <li>Experience of commissioning and managing external creative agencies.</li> <li>Experience of budget management</li> </ul>	<ul style="list-style-type: none"> <li>Experience of working within a hospitality/tourism environment</li> <li>Experience of working with Microsoft Office packages</li> </ul>
<b>DISPOSITION</b>	<ul style="list-style-type: none"> <li>Ability to work collaboratively and on own initiative.</li> <li>Strongly motivated, reliable and conscientious.</li> <li>Able to work under pressure and to tight timescales for delivery.</li> <li>Confident with the ability to lead where appropriate.</li> </ul>	<ul style="list-style-type: none"> <li>Friendly and approachable.</li> <li>Sense of humour.</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.</li> </ul>	<ul style="list-style-type: none"> <li>Driving license</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 D and will be between £30,000 and £40,000 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
24th February 2021	Closing date for applications
26th February 2021	Shortlisted candidates to be invited to interview
4th March 2021	First Interviews
9th March 2021	Second 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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