

## Job Description

Designation	Destination Development Manager
Salary	£30,000 – with potential for annual growth with inflation
Holiday	28 days plus 8 public holidays
Hours	Full time – 37.5 hours per week, includes flexible working options
Term	Fixed Term, three years from date of commencement
Reporting to	CEO
Job Function	To expand the aims and remit of the Business Plan by building relationships and working closely with a diverse range of partners and stakeholders – leading and supporting the delivery of needs led projects and activities which aids the recovery of the destination from the pandemic.

The closing date for applications is midday on the 22<sup>nd</sup> of September 2021

### About Us

The organisation became the first Tourism Business Improvement District in the UK when established in 2014 and operates within a defined destination that covers over 1200 square miles, including the Highland Capital Inverness and world-famous Loch Ness. To support its members, who operate in more than 30 sectors, the organisation delivers a range of activities from its business plan including marketing, infrastructure, events, business tourism, business development and lobbying.

### **Key Duties and Responsibilities**

- Build and maintain effective relationships with community councils, trusts and organisations. Maintain effective relationships with partners including businesses, public, private and third sector
- Identify needs led project opportunities within the destination and work with stakeholders to deliver associated project, activities and services
- Identify opportunities to collaborate with neighbouring destinations and partner organisations on projects that support a sustainable recovery
- Support the transition to a low carbon tourism economy in line with Scottish Government aims to tackle the climate emergency
- Identify opportunities for sustainable revenue generating activities for the organisation

- Identify sources of funding from relevant organisations, trusts, legacies, foundations to support community and sector recovery
- Address issues created by the pandemic and provide solutions that lead to a sustainable recovery, including the retention of the existing workforce
- Manage all elements of project delivery, including preparation of funding applications, making claims, project reporting and maintaining records
- Keep the CEO, Directors and members informed of industry recovery activities and project progress through regular updates including emails, newsletters, press releases, presentations, board subgroups and board meetings
- Maintain and enhance the reputation, importance and awareness of the organisation
- Undertake other operational tasks as requested by the Chief Executive
- Support the delivery of relevant activities by other team members as required
- Be responsible for ensuring personal compliance with GDPR in the workplace
- Deliver all activity with the values and interests of the organisation and its members, in line with relevant regional and national strategies such as the Visit Inverness Loch Ness Business Plan 2019 – 2024 and Scotland Outlook 2030

#### **Person Specification Minimum Essential Criteria**

- A degree or equivalent experience in a field relevant to this role
- Demonstrable experience and understanding of tourism or development projects and activities
- An understanding of the Business Improvement District model and purpose
- Ability to build and maintain strong working relationships with a diverse set of partners
- Evidence of understanding and experience of working with both public and private sector
- Able to communicate effectively, both orally and by other means, to a wide range of bodies, agencies, sectors, and the local community - including ability to write clear and concise reports and presentations
- Able to prioritise and remain focused on outcomes while delivering individual workload, while also supporting colleagues as needed
- Able to work under pressure and to tight deadlines
- Comfortable and familiar using a range of Microsoft Office programs
- Broad digital skills and evidenced ability to learn new programs and software
- Ability to interpret a range of strategies and deliver activity that meets aligned strategic aims
- Understand the relationships and role of different organisations within the tourism sector e.g. VisitScotland, HIE, Chamber of Commerce, BID's, Destination

Management Organisations, local authority, community organisations and businesses

- Ability to source and secure funding
- Ability to meet and deliver against defined outcomes and KPI's
- Level of financial competence to create project budgets and provide appropriate reporting during delivery
- Passion for the area, its people and businesses
- Willing to work flexibly if required in relation to hours, including occasional evenings, weekends and overnight stays
- UK Driving Licence with either access to reliable transport or ability to arrange hire access in a timely manner

### **Desirable Criteria**

- Track-record of success in fundraising and or commercial development
- An awareness and understanding of key Scottish Government and Local Authority economic development policy and strategic priorities as they pertain to tourism in line with the National Tourism Strategy
- Experience of project and financial management and control
- A passion to support the transition to a low carbon economy and associated skills to support achieving this
- An understanding of organising and hosting events
- A high level of digital skills with an understanding of media software, social media and administrative programs

This post is secured by funding from Highlands and Islands Enterprise and is offered on a fixed-term basis for three years from the date of commencement.