



## **Head of Business Development** **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 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. As the world finds its way out of the pandemic, 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.

- 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 Head of Business Development. In recent years, we have set the bar high with the quality of delivery, and outcomes from our business development activity – capitalising on the attraction of the North-east's tourism assets to the travel trade; and demonstrating Aberdeen's meeting and events credentials following the opening of the ground breaking P&J Live event complex. In a highly competitive market, we need to deliver a credible, convincing case to intermediaries to demonstrate the regions' capacity to meet their client's requirements, and to not only win new business, but to maintain a long-term commitment.

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, reading 'Chris', written in a cursive 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.

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:** HEAD OF BUSINESS DEVELOPMENT

**LOCATION:** VISITABERDEENSHIRE OFFICE, ABERDEEN

**REPORTING TO:** CHIEF EXECUTIVE

**SALARY:** CIRCA £45,000 PER ANNUM

**HOURS OF WORK:** 35 HOURS PER WEEK

### ROLE PURPOSE:

To lead VisitAberdeenshire's Business to Business (B2B) agenda that encompasses both business events and intermediary marketing to the travel trade.

The role is designed to:

- a) add significant value to Aberdeen's competitive position in the business events area, leading the Aberdeen Convention & Events Bureau leading to an uplift in meetings and conventions held in the City.
- b) Secure greater coverage of North-east Scotland in domestic and inbound travel trade programmes, including cruise and golf.

### PRINCIPAL DUTIES AND RESPONSIBILITIES:

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

#### Business Event promotion

- Create and manage destination awareness activity aimed at targeted business audiences, nationally and internationally.
- Determine destination marketing material requirements and work with VisitAberdeenshire colleagues to deliver social media campaigns and PR as required.

#### Research and Bid Delivery

- Work in close partnership with P&J Live on bid development activities, abiding by an agreed delineation of roles to ensure that the service delivered by ACEB adds value.
- Oversee proactive bid options outside of P&J Live research spectrum, supporting other venues across the region.
- Lead the Aberdeen Ambassador Programme with academic institutions (Inc. Robert Gordon University, University of Aberdeen, James Hutton Institute), and industry leaders

- Produce and lead competitive bid documents for the destination. Inputting destination narrative to P&J Live Bids.
- Work with Aberdeen City and Shire Hotels Association and venues to secure room allocations for prioritised conference and event bids.
- Manage the VisitAberdeenshire support service offered to all conference organisers in terms of identifying venues and providing impartial advice and support.



### Intermediary Marketing (Travel Trade)

- Develop and deliver VisitAberdeenshire's strategy to market tourism businesses across the region to identified intermediary buyers within the travel industry.
- Work closely with the consumer marketing team to align B2B activity with Business to Consumer (B2C) campaigns as appropriate to achieve greatest effect in market.
- Oversee activity targeting specialist intermediary buyers in the Cruise and golf sectors.
- Work closely with the Tourism Development team to ensure activity is informed by the development of trade ready products and experience.

### Line Management & Budget Responsibility

- Effectively lead and manage the Business Development team, ensuring that objectives are set, monitored, and delivered upon.  
(Including holding monthly support meetings and annual appraisals)

- Provide day-to-day management, support and guidance to the Business Development team members.
- Develop and deliver a clear action plan and budget for the Business Development team with the CEO in line with agreed priority themes and operating environment.
- Work with Chief Executive to agree targets for outputs and outcomes from VisitAberdeenshire's work in this area.
- Evaluate and report on outcomes from VisitAberdeenshire's work, using internal and external resources to monitor and measure the impact of activity.
- Overall responsibility and accountability for the departmental budgets, ensuring that procurement policy and procedures are followed, including reporting.
- Oversee supplier contracts agreed by the Business Development team.

## 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 including deputising for the Chief Executive as required.
- Act upon defined areas of the business plan, as agreed with the Chief Executive
- Work with the Chief Executive and Senior Management Team to devise the organisation's annual activity plan
- Produce quarterly reports for the Board of Directors and Chief Executive, as well as ad-hoc performance reports as requested

## ROLE PROFILE - PERSON SPECIFICATION

CATEGORY	ESSENTIAL	DESIRABLE
<b>SKILLS, KNOWLEDGE AND APTITUDES</b>	<ul style="list-style-type: none"> <li>• Knowledge of tourism supplier environment.</li> <li>• Creative thinker with ability to confidently engage with businesses at high level of seniority</li> <li>• Demonstrable team leadership and management skills</li> <li>• Excellent communication and interpersonal skills – including ability to confidently present in public</li> <li>• Target driven with 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. Excellent attention to detail</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge of the Aberdeen &amp; Aberdeenshire tourism product.</li> <li>• Knowledge of the Associations sector</li> <li>• Detailed knowledge of the Business Events / MICE market in the UK or Europe.</li> <li>• Knowledge of the bidding process for business events</li> <li>• Detailed knowledge of a broad range of B2B channels (Travel Trade) in the UK and Europe.</li> <li>• Good IT skills.</li> </ul>
<b>QUALIFICATIONS AND TRAINING</b>	<ul style="list-style-type: none"> <li>• Minimum of 5 years' experience</li> </ul>	<ul style="list-style-type: none"> <li>• Educated to degree level in relevant discipline.</li> </ul>
<b>EXPERIENCE</b>	<ul style="list-style-type: none"> <li>• Experience of working with a range of businesses across the tourism and hospitality sector in a business development role.</li> <li>• Partnership working with both public &amp; private sector</li> <li>• Experience of developing strategies</li> <li>• Demonstrable experience of staff management.</li> <li>• Demonstrable experience of budget management</li> </ul>	<ul style="list-style-type: none"> <li>• Recent experience of working within the MICE / Business Events sector including experience of event bidding (from client or supplier end)</li> <li>• Experience of working with Travel Trade intermediaries</li> </ul>
<b>DISPOSITION</b>	<ul style="list-style-type: none"> <li>• Ability to positively represent the organisation to lever the best possible agreements with partners.</li> <li>• Ability to work collaboratively and on own initiative.</li> <li>• Strongly motivated, reliable, and conscientious.</li> <li>• Dynamism. Able to work under pressure and to tight timescales for delivery.</li> <li>• Confident – ability to a team</li> </ul>	<ul style="list-style-type: none"> <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>• Ability to travel throughout the area and abroad.</li> </ul>	<ul style="list-style-type: none"> <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 for this role will be circa £45,000 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

31 January	Closing date for applications
2 February	Shortlisted candidates to be invited to interview
9 & 10 February	First Interviews
15 February	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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