



Travel Trade Executive Recruitment Pack



Message from the Chief Executive



Chris Foy

Chief Executive

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.

This role sits within the Tourism Development Team.

In recent years, VisitAberdeenshire has built strong relationships with travel trade buyers, who in turn sell their programmes on direct to their customers or through other distributors around the world.

At the same time, we have helped to build up a highly competitive range of travel-trade ready products and experiences among local businesses that provide a competitive advantage to these suppliers individually, and to the region as a whole.

The work that we put into this area is designed to pay dividends in future years, and it is important to secure a regular pipeline of new business to support recovery and future business growth.

We are looking for a dynamic individual to join the team who can not only put Aberdeen and Aberdeenshire on the map, but also secure inclusion in targeted operator programmes for our local businesses.

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.

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The Tourism Industry

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.

The stark impact of COVID-19 on the local visitor economy, and the current economic environment presents a significant challenge for businesses across the sector. The launch of a refreshed tourism strategy in summer 2022; '[Destination Aberdeen & Aberdeenshire, Framework for Growth 2022-2030](#)' provides basis to address these challenges, and to take advantage of market opportunities.

PRE-PANDEMIC, DIRECT TOURISM EXPENDITURE IN THE NORTH-EAST CONTRIBUTED OVER £730 MILLION TO THE LOCAL ECONOMY EVERY YEAR, SUPPORTING ALMOST 18,500 JOBS ACROSS NEARLY 1,400 DIVERSE BUSINESSES.



About Us

VisitAberdeenshire is the recognised destination organisation and lead body for tourism serving Aberdeen and Aberdeenshire.

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.

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.

There is a corporate Board of Directors who provide counsel and governance to VisitAberdeenshire. Board Members include our three main funders Opportunity North East, Aberdeenshire Council and Aberdeen City Council, alongside several senior professionals from the region.



Organisation Structure

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

All activity undertaken by VisitAberdeenshire is informed by customer, market and industry insight. In support of these disciplines the organisation has established a flexible, knowledgeable and professional [team](#).

- Aberdeen Convention Bureau**
 The bureau promotes the region to conference and event planners in the UK and overseas to ensure the region is a first-choice destination for business events.
- Marketing & Communications**
 The Marketing team helps grow the visitor economy through destination marketing, campaign and PR activities to continually raise awareness of – and drive visits to – Aberdeen and Aberdeenshire in targeted markets.
- Tourism Development**
 The Tourism Development team provides advice and support to help tourism businesses develop skills and products to meet demand from an ever-changing market, and promotes trade ready products to industry buyers in the UK and overseas.
- Insights and Evaluation**
 The Insights and Evaluation team curates and shares insights to inform business decision-making and strives to demonstrate the value and impact of our activity through tracking, measurement and reporting.
- Business Services**
 The Business Services team supports the employees, volunteers, Board of Directors and business with all aspects of human resources, finance, facilities, health & safety and maintains good corporate governance for the organisation.



Purpose, Vision & Values

Our purpose is to help drive demand to visit Aberdeen & Aberdeenshire, and support businesses to develop and meet that demand.

Our vision is to be the leading destination organisation in Scotland increasingly recognised for growing the visitor economy through bold and dynamic initiatives

Our values are:

- Collaborative. We work in partnership, internally and externally to work towards our company vision.
 - Cross team working
 - Working with industry
 - Value and listen to counsel from key stakeholders and Board of Directors.
- Ambitious. We are creative, forward-thinkers and passionate about what we do.
 - Be curious and question the status quo.
 - Feel empowered to bring ideas to the table.
 - Pursue bold and dynamic ways to inspire and engage with colleagues and industry.
- Responsible. We take an environmentally responsible and insights driven approach, operate inclusively and are respectful of others.
 - Understand insight and customers' needs in all decision making.
 - Strive to source and buy local to support wider sustainability and net zero ambitions of the region.
 - Celebrate and support colleagues to create a one team approach.
- Empathetic. We listen and respond to the needs of others.
 - Be friendly, approachable and open to listening to colleagues and industry partners.
 - Demonstrate flexibility to our colleagues and stakeholders.
 - Approach challenges with a positive perspective.

Role Profile - Job Description

Role Purpose

To promote Aberdeen and Aberdeenshire to UK and international travel trade intermediaries to grow leisure business across the region.

Job title • Travel Trade Executive

Location • VisitAberdeenshire Office

Reporting to • Head of Tourism Development

Salary • Circa £26,000 per annum

Hours of work • 35 hours per week

Principal Duties and Responsibilities

The Travel Trade will be expected to work across the following areas:

Travel Trade Sales & Engagement

- Develop and maintain relationships with targeted travel intermediaries in key markets.
- Proactively promote the range of bookable products and experiences in the region, and the support services offered by VisitAberdeenshire, to targeted buyers among the UK and International travel trade, including leisure, golf, cruise and incentives markets.
- Coordinate and represent VisitAberdeenshire at virtual and face to face trade events, exhibitions and workshops, to promote the region and maximise return on investment.
- Prepare and deliver effective familiarisation trips and events for targeted buyers to promote bookable products and experiences within the region.

Travel Trade Content and Collateral

- Maintain and update the VisitAberdeenshire Product Guide and other promotional assets.
- Create, distribute and monitor effectiveness of a monthly travel trade e-newsletter.
- Maintain and update the Travel Trade section of the VisitAberdeenshire website, and relevant social media channels.

Industry Engagement and Product Development

- Maintain an up-to-date knowledge of the local area, businesses and travel trade products.
- Support and inform the development of new travel trade products by playing an active role in the planning and delivery of the VisitAberdeenshire Travel Trade Ready Programme.

Role Profile - Person Specification

CATEGORY	ESSENTIAL	DESIRABLE
Skills, knowledge, and aptitudes	<ul style="list-style-type: none"> • Knowledge of the Travel Trade industry. • Strong sales and business development acumen. • Excellent communication and interpersonal skills. • Excellent oral and written presentation skills. • Excellent 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 North-east of Scotland as a leisure destination. • Modern language. • Experience of working with Design software packages such as InDesign. • Experience of working with customer relationship management (CRM) software packages. • Understanding of financial procedures. • Sound knowledge of marketing and communications.
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 environment, preferably within the travel and tourism industry. • Experience of attending events and exhibitions. • Experience of generating and converting new business opportunities. • Client management experience and a track record of developing client relationships. • Experience of organising and delivering events. • Experience in the production and delivery of presentations. 	<ul style="list-style-type: none"> • Experience of working within a hospitality, travel or tourism environment. • An understanding of creating travel itineraries
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. • Able to travel across the region, UK and Europe as required. 	<ul style="list-style-type: none"> • Driving license 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 £26,000 per annum.

Additional Benefits

- Generous annual leave of 33 days per annum (full-time contract).
- Company pension scheme (4% employer contribution).
- Hybrid working opportunities.
- Employee Assistance Programme.
- Independent financial and legal advice.
- Death in service insurance.
- Health and Wellbeing Programme.
- Discounted tourism attraction entry.
- Cycle to work scheme.



Our office is based to the north of the city at Aberdeen's leading event complex, P&J Live.



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, HR & Business Services 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 and key competencies. Where relevant this should be evidence based and draw on experience in previous roles.

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

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

Selection Process - Key Dates

Key Dates	Stages
02 June 2023	Closing date for applications
12 June 2023	Short-listed candidates to be invited for interview
19 June 2023	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 through application review
- **Panel interview**
- **Interview presentation** or similar competency-based task

It is not anticipated that all candidates will be invited to the panel interview stage. Full details will be provided as we go through the recruitment process.

Pre-employment 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 of this.



Working at VisitAberdeenshire

Employees are a business’ greatest advocates and without a group of creative, inspiring, and dedicated employees VisitAberdeenshire could not deliver its remit.

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 aims to be an employer of choice, through fostering a supportive and friendly environment where people feel valued. We strive to operate an ‘open door’ policy, offer support, guidance and opportunities for learning and development within the team.

<p>Health & Wellbeing</p> <p>We are committed to the health and wellbeing of all our employees. The organisation has a dedicated Health & Wellbeing Policy with numerous initiatives in place to support employees.</p>	<p>Learning & Development</p> <p>We are committed to continual learning and development for all team members</p> <p>VisitAberdeenshire empowers employees to upskill and take ownership of their personal development.</p>	<p>Communication</p> <p>We are committed to open communication and employee feedback within the organisation.</p>
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What do our employees say are the best things about working for VisitAberdeenshire?

- “I love promoting our region and feel proud to do so.”
- “The talented team around us are specialists in their field - we are great at what we do.”
- “The work we do is fast paced, exciting and rewarding. We’re at the coal face of a dynamic industry and work to best serve the stakeholders we work with.”
- “The stimulating and constructively challenging nature of the work.”
- “Collaborative and friendly culture of the team.”
- “Flexible working and organisational culture.”

Thank you for considering
VisitAberdeenshire for your
next career move.

VisitAberdeenshire is funded by:



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