



Recruitment pack

Partnerships Manager (Part-time)



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.

We want the North-east to be Scotland's leading visitor destination, with more people staying longer, spending more, exploring deeper and leaving happier.

This role sits within the Business Services team.

A trip to Aberdeen and Aberdeenshire is becoming an established part of many people's Scottish visitor experience with over three million overnight visitors in 2023, along with 2.5 million day visitors, collectively contributing towards an economic impact of nearly £1.2 billion for the North-east region.

But there is still a long way to go to attract more visitors who will stay longer, spend more, explore deeper and leave happier.

Since 2016 we have been delivering compelling marketing campaigns through paid-for channels, social media and through our own channels. We have initiated innovative business support programmes to unleash the entrepreneurial spirit of local businesses to find new markets, and crafted initiatives to enhance the visitor experience. And that's not all. With an eye on a pipeline of new business, our Convention Bureau promotes the city-region as a place to meet for business events, and our presence among the UK and inbound travel trade has achieved a high

profile, and plenty of new contracts for suppliers across the region.

These programmes are enhanced by partnerships that can extend budgets and deliver greater returns on investment. As our organisation heads towards its tenth year of driving growth in the North-east visitor economy, we are seeking new commercial partnerships with organisations who share our ambition, our values, and indeed value our brand. And that is where this role comes in. You will be at the vanguard of our endeavours to attract new revenues, bringing your partnership skills into the organisation to meet our financial targets, and help sustain our momentum.

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 this career opportunity at VisitAberdeenshire.

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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.

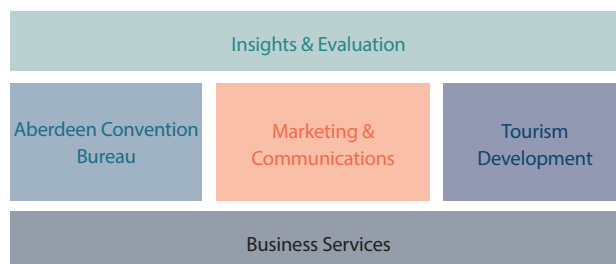


Organisation structure

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 Convention Bureau team promotes the region to travel intermediaries and conference and event planners in the UK and overseas to ensure the region is a first-choice destination for both leisure visits and 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. This team is also responsible for promoting the region to travel trade buyer.
- 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

Purpose Statement

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

Vision Statement

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

Values and Behaviours (CARE)



C

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



A

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.



ONE TEAM

R

Responsible

We take an environmentally responsible and insights driven approach, operate inclusively and are respectful of others.

- Understand insights 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.



E

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

The Partnership Manager will play a key role in diversifying the income of VisitAberdeenshire by researching, targeting and securing new financial support for the organisation, with a gross income target of £200,000 to be raised annually.

Job title • Partnerships Manager

Location • VisitAberdeenshire Office

Reporting to • HR & Business Services Manager

Salary • Circa pro rata to £35,000 per annum

Hours of work • Between 15-20 hours per week

Principal duties and responsibilities

The Partnerships Manager will be expected to:

Research & Sales

- Research, identify and build a pipeline of suitable partnership organisations that could partner with VisitAberdeenshire.
- Work with staff and Board Directors to map and engage with potential donors in their networks.
- Drive business conversation of sales pipeline to meet annual revenue targets.
- Develop and negotiate complex and multi-faceted proposals, pitches, contracts, and agreements with Partners, working closely with colleagues such as the CEO and HR & Business Services Manager.

Account Management

- Maintain excellent and proactive relationships with the organisation's partners, sponsors, and prospects.
- Ensure the timely and accurate fulfilment of contractual obligations, deliverables, proposal & reporting requirements, and evaluations to partners and sponsors.
- Provide support and guidance to colleagues with the management of partnership relationships and ensure key relationships are stewarded by the most appropriate member of the VisitAberdeenshire staff or board.
- Control and manage expenditure for cultivation and delivery of partnerships in line with organisational fiscal policy.

Strategy

- Work with the HR & Business Services Manager and CEO to create and implement the Partnerships fundraising strategy to meet or exceed partnerships net income targets year on year.
- Proactively seek to build and maintain an understanding of key activities within the organisation and how this might inform the Partnership fundraising strategy.
- Work with the Management team and Advertising Sales Executive to scope and define the organisations assets and opportunities, further develop our value proposition, and proactively identify and pursue strategic partnerships that align with our goals and objectives.

Reporting

- Work with the Insights & Evaluation Manager to develop a reporting tool to provide insights reports to partners and sponsors.
- Ensure Partners are kept up to date with our work and projects they may have supported
- Maintain all records of conversations and sales conversions within the CRM database.

The post holder will also be expected to:

- Act in accordance with any and all company values and processes, including quality, health, safety and environmental.
- Take a proactive stance to achieving set objectives with a solutions-led approach to overcome the unexpected.
- Take responsibility and ownership for own performance, development and behaviour.
- Play an active part in the development of the VisitAberdeenshire team, including supporting other team members.
- 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.
- Build and maintain an understanding of the local tourism industry.
- 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.

Key competencies include:

Relationship building • Stakeholder management • Collaborative • Communications • Creative



Role profile - person specification

CATEGORY	ESSENTIAL	DESIRABLE
Skills, knowledge, and aptitudes	<ul style="list-style-type: none"> • Excellent communication and interpersonal skills. • Excellent organisational skills. • Excellent negotiation skills. • Excellent IT skills. • Ability to manage multiple initiatives and partners simultaneously. • Ability to draft concise and informative reports in line with organisational requirements. 	<ul style="list-style-type: none"> • Knowledge of tourism market. • A strong understanding of brand and communications and the role of partnership and sponsorship in the marketing mix. • Understanding of GDPR and relevant data legislation • A strong understanding of brand storytelling.
Qualifications and training	<ul style="list-style-type: none"> • Minimum of three years' relevant work experience in the marketing field. 	<ul style="list-style-type: none"> • Educated to degree level or equivalent in relevant discipline. • Sponsorship and/or fundraising training or qualifications
Experience	<ul style="list-style-type: none"> • Proven partnership/sponsorship/ fundraising sales track record. • Proven ability to generate revenue. • Experience of budget management. 	<ul style="list-style-type: none"> • Experience of working with Microsoft Office packages. • Experience using relational CRM databases • Proven ability to manage and communicate with multiple stakeholders.
Disposition	<ul style="list-style-type: none"> • Strategic and innovative thinker. • Proactive and performance driven. • Ability to work collaboratively and on own initiative. • Strongly motivated, reliable and conscientious. • Able to work under pressure and to tight timescales for delivery. • Focused on outcomes and evaluation of work. • Confident – ability to lead and propose solutions to Senior Team. 	<ul style="list-style-type: none"> • Friendly and approachable. • Ability to encourage and develop teamwork within the workplace. • Ability to inspire both externally and internally.
Special requirements	<ul style="list-style-type: none"> • Ability to work out-of-office hours. 	<ul style="list-style-type: none"> • Driving licence and access to own vehicle.

Employment package

Salary

- This role has a salary commensurate with its responsibilities and expectations.
- The salary for this role will be pro rata to circa £35,000 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
15 September 2024	Closing date for applications
19 September 2024	Short-listed candidates to be invited for interview
27 September 2024	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 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 We are committed to continual learning and development for all team members VisitAberdeenshire empowers employees to upskill and take ownership of their personal development.</p>	<p>Communication 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:



VisitAberdeenshire
c/o P&J Live
East Burn Road
Aberdeen
AB21 9FX

T 01224 900490
E jobs@visitabdn.com
W visitabdn.com/about-us/vacancies