

Job Outline: Shetland Tourism Association Development Officer

This is a fixed price contract, payable monthly on receipt of invoice from the appointed applicant. The appointee is responsible for reporting all income and paying applicable personal taxes directly to HMRC.

Hours: Part-time, 17 hours per week. The exact work hours are flexible but will be consistent each week. Some evening and weekend work is occasionally required.

Term: Fixed term for two years from start date – January 2020

Location: The appointed contractor will be based at a desk in the VisitScotland office in Lerwick.

Report to:

Monthly: Chairperson, Shetland Tourism Association

Bi-Monthly: Shetland Tourism Association Committee

Quarterly: Shetland Tourism Strategy Implementation Group Partners

As Required – Shetland Tourism Association members

Day to day support provided by STA Chairperson

Purpose of Role

The post of Development Officer for Shetland Tourism Association (STA) was developed to address the requirement within the Shetland Tourism Strategy to develop a strong industry led tourism sector. The postholder will work to grow membership numbers and provide a consistent, sustainable and valuable service to STA members. In doing so, this will allow the Association to become a much more representative and capable body for the tourism industry in Shetland which will, in turn, lead to:

- better communication between different tourism sectors (i.e. accommodation providers, tour guides, visitor centres etc)
- more specialist and cost effective training to be supplied to members
- improved responses to consultation on tourism issues in the isles
- better representation of tourism issues at a top strategic level in local and national government policy making
- increased collaborative working within the sector and with the public sector e.g. on projects and wider sector developments
- increased uptake from Shetland in initiatives such as VisitScotland's 'Year Of's', Growth Fund etc.
- delivery of the STA business plan

Monitoring

As a contract role, this post is subject to specific performance targets which will be specified in the schedule of works to the contract. These will be monitored quarterly. Where performance is below that expected, an explanation will be provided and if this is deemed to be acceptable by the Chair and Vice-Chair, further monitoring will be done on a monthly basis until the progress is back on track.

If no suitable explanation is provided and performance does not improve within two months, then one month's notice will be given to the post holder that the contract will be terminated due to failure to deliver agreed services. An exception to this applies where the failure to meet a target is out-with the control of the post holder due to external influences, sickness, or other unavoidable events.

Duties

The postholder will carry out the following duties:

STA Member Engagement and information provision

Engage with members, and potential members to ensure the STA is fully representative of the tourism industry in Shetland.

Consult STA members on key issues, providing an industry response to consultation where required.

Gather, monitor and update information on the STA website.

Implement and monitor actions identified in the STA Communication plan and review this on an annual basis.

Develop and implement a programme of member events and training to encourage member networking. Also to include annual meetings with the Scottish Tourism Alliance and guest speakers at the STA Annual General Meeting.

Supply services in line with members needs

Outputs will include engagement with increased membership for the STA, consultation, website updates, delivery of events and development of membership benefits. A reporting mechanism will be in place to measure outputs against targets.

Wider Engagement

Lobby for member interests on and off Shetland

Encourage and support collaboration between tourism and other sectors, but also between tourism businesses (members and non-members)

Represent the interest of the sector through local forums as well as via relationships with relevant national and local government bodies as required, alongside Committee Officers.

Create and maintain a list of business support services for the tourism industry and keep this up to date on the website.

Collate and disseminate intelligence on sector trends, issues and opportunities via the website and members mailing list.

Outputs will include successful collaborative working and implementation of business benefits, attendance at local and national forums, liaison with multiple agencies across all public, private and third sectors.

Development of STA

Support the development of STA as an organisation, including potential for becoming incorporated; skills development and succession planning for the Committee.

Grow STA membership and income, to agreed targets based on current membership. To include ensuring full representation of all industry sectors.

Development of separate membership 'tiers', including a suitable package of benefits for paid members and adequate information provision and inclusion for lower membership level.

Help to build tourism sector cohesiveness within Shetland.

Engage with other small scale tourism agencies in other areas to research how STA can develop in Shetland, and grow membership.

Work with other groups, such as Shetland Food and Drink, Heritage Association etc. on projects and initiatives which are mutually beneficial.

Research, identify and apply for additional sources of funding to allow the STA to deliver more benefits to members and additional projects where appropriate.

Act as the initial industry contact for other agencies such as Promote Shetland, VisitScotland and other area tourism bodies in respect of queries, information dissemination and feedback.

To develop a sustainability plan for STA including finances and personnel, aiming to secure funding and continue a level of service provision to the tourism sector by a paid contractor through the STA.

Outputs will include reporting on options for STA to become incorporated, a successful membership recruitment campaign resulting in increased and further diverse membership levels, provision of additional membership benefits, joint projects, securing additional funding and production of finance and personnel reports.

Implementation of Shetland Tourism Strategy and Action Plan

Monitor progress of actions identified in the Strategy and associated Action Plan by key partners in the strategy implementation group. (SIG)

Produce reports on progress made by members of the SIG and present to other members at quarterly meetings.

Publish updates to the Shetland Tourism Strategy and Action plan as required.

Represent the interest of the tourism industry

Outputs will include reports on the progress of all actions by partners, updating the strategy and action plan, and provision of an annual report to highlight progress.

Additional Projects

Carry out additional project work related to the above tasks as and when required, and submit applications for funding to relevant agencies.