

Shetland Tourism Association

Development Officer Person Spec

January 2021

	Essential	Desirable
Knowledge	<ul style="list-style-type: none">- Good understanding of Shetland's Tourism industry and businesses- Knowledge of transport options and issues to/from Shetland- Current awareness of key issues affecting tourism businesses	<ul style="list-style-type: none">- Good understanding of Shetland's geographical layout and visitor attractions- Awareness of Covid funding support available to tourism businesses
Experience	<ul style="list-style-type: none">- Experience working in a tourism or customer service related industry- Experience using website content management systems- Experience in cross channel social media platforms- Project management- Collaborative and partnership working	<ul style="list-style-type: none">- Database design and use- Budget preparation and monitoring
Skills	<ul style="list-style-type: none">- Ability to prioritise own workload and deliver projects to deadline- Excellent communication skills- Ability to work simultaneously with multiple partners across public, private and third sector organisations- Good organisational skills- Good report writing and presentation skills- Website and promotional copywriting skills	<ul style="list-style-type: none">- Graphic design skills- Research skills- Minute taking
Education	<ul style="list-style-type: none">- Minimum of 3 higher level qualifications including English (or equivalent)	<ul style="list-style-type: none">- Recognised tourism qualification- Green badge tour guide