

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 and will be agreed with the appointed person, but will be consistent each week. Some evening and weekend work may occasionally be required.

Term: Fixed term for 18 months from start date – February 2021

Location: The appointed contractor will initially be required to work from home in line with Government Coronavirus guidance. If a return to office based work is appropriate, the contractor will work from a desk in the VisitScotland office at the Market Cross in Lerwick.

Report to:

Weekly: Chairperson, Shetland Tourism Association

Bi-Monthly: Shetland Tourism Association Committee

Twice yearly: 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 role has been more focussed on support of members during the Covid crisis, and will continue to focus on that during 2021, developing strategic priorities as and when possible.

The postholder will continue to build on the work done to date and report on progress of the performance targets, based on the job description. Partnership and collaborative working will be a key part of the role in the recovery of the tourism sector from Covid.

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 increase its representation of 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

and when possible:

- 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 Ofs', 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, the situation will be reviewed by the Chair and Vice Chair of the STA and agreed changes made to working practices.

If performance levels do not improve following review and agreement of changes to working practices, 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. It is acknowledged that the Coronavirus pandemic will have an influence on some areas of work during 2021.

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 online member events and training.

Provide secretarial support during STA led meetings by taking and producing accurate minutes.

Supply services in line with members needs.

Outputs will include engagement with increased membership for the STA, consultation, website updates, delivery of events and delivery 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

Where possible, 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, online attendance at local and national forums, liaison with multiple agencies across all public, private and third sectors.

Development of STA

Maintain or increase STA membership to agreed targets based on current membership. To include ensuring full representation of all industry sectors.

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.

When possible, 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.

Research and report on sustainability plans for STA, to ensure continuity of service provision to the tourism sector.

Outputs will include a successful membership recruitment campaign resulting in increased and further diverse membership levels, joint project development, identification of future funding and options for continuity of STA support to members and the tourism industry.

Implementation of Shetland Tourism Strategy and Action Plan

Where possible, 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 six monthly meetings.

Represent the interest of the tourism industry.

When possible or appropriate as advised by the SIG, develop consultation exercises in advance of the Shetland Tourism Strategy review for 2023.

Outputs will include reports on the progress of all actions by partners, and development of industry consultation paperwork.

Additional Projects

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