

£74 million industry
250,000 visitors
12 unique islands
1 unmissable opportunity

Marketing Coordinator Outer Hebrides Tourism

Responsibilities and
person specification



 OUTER
HEBRIDES
TOURISM

Overview

Job title

Outer Hebrides Marketing Coordinator

Hours

Full Time Position



Two-Year Initial Term (may be extended)



37.5 hours per week with flexibility

Location

Outer Hebrides, Scotland

(Any island. Travelling between islands will be required.)

Salary

£19,000 - £23,000 per annum

(depending on experience)

Background

Tourism in the Outer Hebrides is estimated to contribute £65 million to the local economy. The unique nature of the Outer Hebrides brings both challenges and benefits and the sector has been growing strongly in recent years. The Tourism Outer Hebrides 2020 Strategy aims for a growth in sector turnover to £74 million by 2020.

Outer Hebrides Tourism (OHT) is the membership body for the tourism industry in the Outer Hebrides and leads the Tourism Outer Hebrides 2020 Leadership Group. The Leadership Group developed the strategic plan for tourism in our area known as Tourism Outer Hebrides 2020 (TOH 2020).

OHT is constituted as two limited by guarantee community interest companies (OHT and OHT Trading). These are directed by a voluntary board which currently provides much of the operational capacity. At present there are two employees, part funded by subscriptions and part by project work. Approximately one third of tourism businesses are paid up members.

In the near future the Leadership Group hopes to establish a Countryside Trust (OHCT), one of the principal aims of which will be the promotion and upkeep of the Hebridean Way.



Job Description

This job role will be split between 80% Outer Hebrides Tourism and 20% Digital Tourism Scotland, giving the successful candidate a unique opportunity to progress their career with a wealth of experience and insight across two simultaneous roles.

The successful candidate will implement the marketing strategies for both tourism projects, with the benefit of receiving an amazing insight to the Scottish tourism industry and on the job training and experience in this unique role.

Outer Hebrides Tourism (OHT) is the membership body for the tourism industry in the Outer Hebrides and leads the Tourism Outer Hebrides 2020 Leadership Group. We help deliver the strategic plan for tourism in our area, we are seeking an enthusiastic Marketing Coordinator to help deliver our objectives.

Digital Tourism Scotland (DTS) is a multi-agency initiative, aimed at supporting tourism sector growth by delivering digital workshops to tourism businesses across Scotland. The role will involve 1 day per week delivery of this strategy with tactical marketing activities.

Role



Understand the marketing needs of businesses in the Outer Hebrides and the barriers and challenges they have to marketing their businesses effectively, particularly through digital channels



To work closely with the OHT Chief Executive, Board and Outer Hebrides Leadership Group and key audience groups to find innovative marketing approaches to help deliver our tourism strategy.



To provide Tourism businesses across our islands with marketing advice, insight, toolkit of materials and guidance to help achieve the TOH 2020 plan.



To promote the use of digital marketing by the islands' businesses and co-ordinate delivery of the Digital Tourism Scotland project locally by understanding needs, managing the schedule and promoting participation



Deliver marketing campaigns inline with the TOH 2020 plan by collaborating with external agencies that grow the reputation of the Outer Hebrides as a must-visit holiday destination with our core and potential visitors and building the Outer Hebrides destination brand.



Look for ways to transfer the knowledge and expertise of our design partner Designline Creative, based in Paisley, and other partner agencies into the Outer Hebrides both by building their personal skill base and encouraging broader skills transfer.



For Digital Tourism Scotland (DTS), the key outputs, which support the TS 2020 midterm review are:



To grow the volume of business which are trading online.



To improve sector productivity through more businesses improving efficiency by deploying digital process.

Key Responsibilities

- Support execution of all Outer Hebrides marketing campaigns (guided by our marketing campaign partner) to drive additional visitors to the Outer Hebrides.
- Liaise with Visit Scotland and other partners on Outer Hebrides activity.
- Implement projects to gather consumer data, e.g. public wi-fi project and analyze data for future marketing use.
- Execute tactical / opportunistic marketing activity to drive additional spend from visitors whilst in the Outer Hebrides.
- Operate Outer Hebrides Social Media Channels. Grow followers, build engagement and maintain positive profile online.
- Execute specific industry led campaigns on themes such as Eat Drink Hebrides.
- Provide marketing support to the Uist Economic Task Force in its work to promote the place.
- Develop collaborations with other individuals and groups to market the Outer Hebrides whilst seeking alignment of Outer Hebrides core messages.
- Support businesses in their own marketing activity through userfriendly toolkit by understanding changing consumer needs and trends and best practice.
- Work with local talent to develop content for use in Outer Hebrides marketing activity.
- Maintain content and monitor use on Visit Outer Hebrides website.
- Support project to re-develop Visit Outer Hebrides website and other digital assets.
- Implement initiatives to monitor visitor numbers, spend, satisfaction, motivation and other aspects relating to visits to the Outer Hebrides.
- Be accessible to all members / business in the Outer Hebrides as their 'on the ground' contact and ensure regular meet ups occur.

Person Specification

This role requires an enthusiastic, energetic and highly-motivated individual who thrives on working as part of a team, but fully capable of creating and delivering their own objectives. Specifically, we are looking for a person with the following attributes. If this is you, please get in touch to share more about why you are the right person for the role.

- A minimum of 2 years marketing experience. (Ideally within the travel and tourism sector, but not essential.)
- Educated to degree level in Marketing or related subject.
- Based anywhere in the Outer Hebrides and be willing to travel through the islands.
- Good social media and digital marketing skills and knowledge.
- Excellent communication skills and confident personality.
- Superb interpersonal skills.
- Creatively minded to inspire marketing campaigns, with a methodical approach to ensure commercial benefits.
- A desire for self-improvement and willingness to learn from others and apply the lessons from training
- Strong multi-tasking capabilities and time management skills to work across both project (Outer Hebrides Marketing and Digital Tourism Scotland project).
- Flexible approach with strong work ethic to work alongside external partners and agencies.
- Commercially aware and provide business insight to the leadership group as appropriate.

To Apply

Applications should be sent to Rob McKinnon, Chief Executive, Outer Hebrides Tourism by email (rob@outerhebridestourism.org). Applications should include:



An up-to-date CV



A covering letter explaining why you are the right person for the role and



A single A4 page summary of a marketing campaign you would like to run for the Outer Hebrides (submitted in pdf format)



Closing Date



21st December 2018

Outer Hebrides Tourism works in Partnership with Visit Scotland, Comhairle nan Eilean Siar, Highland and Islands Enterprise and Digital Tourism Scotland.

