

Job Description



VisitAberdeenshire

Job Title

Golf & Partnership Marketing Manager

Location:

VisitAberdeenshire Offices, Aberdeen

Reporting to:

Marketing Director

Purpose:

The Golf & Partnership Marketing Manager will develop and deliver marketing programmes that promote Aberdeenshire's competitive strengths. The emphasis will be on maximising the potential of the region's golf offering to help establish NE Scotland as a leading golf destination. In addition, developing campaigns for other specialist areas such as, but not limited to outdoor activities, working with external partners to achieve economies of scale through extended reach and value of VisitAberdeenshire's overall marketing activity

Principal Duties and Responsibilities:

The Golf & Partnership Marketing Manager will be expected to:

Overall

- Develop and deliver a) VisitAberdeenshire's golf marketing strategy and b) Partner Marketing strategy to include agreed target outcomes.
- Responsibility for evaluation and reporting of outcomes from VA's work in this field, using internal and external resources to help monitor and measure the impact of activity.

Marketing

Golf

- Deliver cross channel marketing activity that promotes North East Scotland as a leading international golf destination, targeting operators, media and direct to potential visitors, including leading Aberdeenshire presence at trade events.
- Agree lead generation targets, and associated performance metrics with the VA senior team.
- Specifically lead VisitAberdeenshire's sponsorship activity around the Scottish Par 3 Championships in 2018 and any other major golf events as they arise

Partnership Marketing

- Develop and deliver a minimum two partnership marketing campaigns per year based on Aberdeenshire's competitive strengths, working with external partners, e.g. carriers to extend the reach of VisitAberdeenshire's destination marketing activity

Job Description



Partnership Working

Golf

- Build and maintain excellent relationships with the local golf industry
- Work with local industry to design golf and other specialist experience packages (e.g. fishing) that can be sold into operators
- Build and maintain relationships with national golf bodies (e.g. VisitScotland) and assist in the communication of information to golf clubs

Partnership Marketing

- Build and maintain relationships with airlines, other carriers and targeted non-tourism business, along with specialist tourism to formulate partner campaigns outside of the golf arena.

Other Responsibilities

- The post holder will also be expected to play an active part in the development of the VisitAberdeenshire team, sharing knowledge and best practice with colleagues