



Ayrshire & Arran Golf Partnership

Golf Tourism Officer

Are you a leading light in Golf, do you have the drive and determination to work with others to position Ayrshire & Arran as the best golf destination in Scotland?

The Ayrshire & Arran Golf Partnership is seeking a highly motivated Project Manager from within the Golf sector on a full time basis.

You will work closely with the Ayrshire & Arran Golf Partnership Board to increase membership, develop marketing campaigns, create dynamic business events and to help shape and drive golf tourism in Ayrshire & Arran.

If you think you have the qualities to take on this exciting challenge or would like receive further information, please contact:

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Closing date for expressions of interest is Wednesday 26th March 2014

Job Description

Job Title:	Golf Tourism Officer
Reporting to:	Chair of the Ayrshire & Arran Golf Partnership
Responsible for:	All staff contracted to or employed by the A&AGP
Location:	To be determined.
Salary:	£33,000 Fulltime
Hours of Work:	5 days per week
Status:	2 year fixed term

Main Purpose of the Job:

To lead and manage the marketing and business development of the golf tourism sector in Ayrshire & Arran by working in partnership with Ayrshire & Arran Golf Partnership (A&AGP) members, private and public sector stakeholders, and others, with the overall aim of increasing the economic return of golf tourism.

Duties and Key Result Areas:

1. To develop the A&AGP into an effective and sustainable organisation to achieve its objectives.
2. To manage and maintain the policies and governance of the A&AGP on behalf of its members.
3. To deliver the activities and meet the challenges as outlined in the A&AGP business and marketing plan.
4. To develop and implement marketing strategies and evaluate their effectiveness in achieving objectives.
5. To identify new funding opportunities, write and manage the bid process, while keeping the Board informed at all times.
6. To manage income and expenditure, and to develop systems to monitor and manage budgets ensuring that all funding conditions are met.
7. To create and maintain all communication channels including consumer and business databases, websites and social media.
8. To establish and maintain a strong media and PR presence locally, nationally and internationally to raise awareness of and support for the A&AGP.
9. To promote the benefits of the A&AGP and grow its membership.
10. To develop and grow a network of links with members, stakeholders and partners in order to maintain and increase A&AGP membership.
11. To recruit and manage any staff and/or contractors necessary for the on-going success of the A&AGP as agreed by the Board.
12. To maintain a close working knowledge of developments and trends in golf tourism and to make recommendations to the Board as appropriate.
13. To carry out other duties commensurate with the nature of the post and the skills of the post holder as may be directed by the Board.
14. The duties and responsibilities of the post will be subject to review and in this respect the details contained within this description are provided as an aid to satisfactory performance.

Criteria Headings	Essential	Desirable
Qualifications/ Education/Training	HND or equivalent qualification	A Degree or similar professional qualification Qualification relating to the golfing industry
Experience	Substantial experience of working in a marketing role ideally in the tourism and golf sector Strong track record of managing and delivering projects involving multiple partners Experience of carrying through business objectives into decisions and actions Experience of managing budgets	Experience of Public Relations work and its use in tourism promotion Experience of working in the golfing industry Experience of using an IT package for keeping accounts
Skills/Aptitudes/ Competencies	Highly developed interpersonal skills and the ability to build positive working relationships with people at all levels and in all sectors Ability to influence and motivate others and to negotiate for desired outcomes Ability to think creatively and strategically to maximise the success of the business Strong business acumen and political awareness Excellent IT skills using MS Office applications. Ability to organise and prioritise a varied workload Ability to work under pressure and to tight deadlines Excellent communication skills Experience of using social media and marketing tools for the promotion of products or services	Ability to deliver presentations using multimedia techniques Web based content management systems and customer databases
Other	Be mobile and available to work in Ayrshire & Arran and beyond Flexible approach to work and willingness to travel and on occasions to work unsociable hours	Established network of contacts in the golf tourism sector Knowledge of Ayrshire & Arran and its strengths and weaknesses as a tourist destination