



Recruitment pack

Business Events Sales Executive



Message from the Chief Executive



Chris Foy

Chief Executive
VisitAberdeenshire

Thank you for taking an interest in this vacancy. I hope you find the contents of this pack informative and that you will be sufficiently motivated to apply.

Firstly, let me set some context with some background on the role of VisitAberdeenshire. We are an award-winning destination organisation with a brief to develop and promote tourism in North-east Scotland. We aspire to see more people staying longer, spending more, exploring deeper and leaving happier. The ambition is high. In August 2022 we published '[Destination Aberdeen and Aberdeenshire, a Framework for Growth 2022-2030](#)' setting out the best prospects for tourism growth and priorities to underpin them.

Since then, tourism has grown in value to be worth £1.3bn to the regional economy driven by golfers, cruise passengers, adrenaline seekers, and conference delegates, among many visitor types.

This role sits within the Aberdeen Convention Bureau team.

The opening of P&J Live in 2019 marked a step change for Aberdeen as a host venue for business events. With world class facilities in a highly accessible location, Aberdeen has become a serious contender to host UK and European meetings, conferences and events, which in turn attract high volume, high value visitors to the city region.

Successful bidding for association conferences relies upon a robust combination of great facilities, and the support of bid ambassadors who are often experts in their fields with academia and business.

Working closely with the sales team at P&J Live, and other local venues VisitAberdeenshire's role focusses on promoting the benefits of bringing events to the city region, coordinating bids, and leading the recruitment of bid ambassadors.

To help us meet our ambitions, we are looking for a dynamic individual who be a champion for Aberdeen in a highly competitive environment.

The accompanying profile will help to set out the role and responsibilities as well as the expectations we have for essential skills and experience.

Thank you for considering VisitAberdeenshire for your next career move.

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The business events industry

Scotland excels at delivering brilliant business events. From small meetings of minds to colossal conventions, our reputation travels far and wide.

This sector forms a valuable part of the tourism industry, with visitor spend per head far exceeding that from leisure visitors while delivering volume that supports our tourism infrastructure from hotels to restaurants, and from venues to experiences. And it doesn't stop there. The legacy from hosting thought leaders in our city can enhance sector research, bolster academic reputation, unlock future funding within academia, and lead to further investment in the region, as well as return visits to enjoy more of what is on offer beyond the convention hall.

Aberdeen operates in a highly competitive environment, with cities across the UK, Europe and beyond vying to attract associations and corporations to their doors.

During the 2024/2025 financial year the region confirmed **29 conferences**, taking place during 2024 through to 2030. Attracting **96,550** attendees and **£59.5M** in delegate spend, demonstrating significant impact to the region.



About us

VisitAberdeenshire is the recognised destination organisation and lead body for tourism serving Aberdeen and Aberdeenshire.

VisitAberdeenshire is a not-for-profit company limited by guarantee; transparent, accountable to its stakeholders and reinvesting any trading surplus in the destination tourism offer. VisitAberdeenshire is open and inclusive in its approach, inviting all those with an interest in tourism to be part of their activities and communications network. It is engaged with all parts of the industry and across the region. Where it is of clear value, VisitAberdeenshire will work productively with neighbouring destinations and other industry sectors.

There is a corporate Board of Directors who provide counsel and governance to VisitAberdeenshire. Board Members include our three main funders Opportunity North East, Aberdeenshire Council and Aberdeen City Council, alongside several senior professionals from the region.



Organisation structure

The company and senior leadership team is structured into three core areas, working alongside the Business Services and Insights & Evaluation departments.

All activity undertaken by VisitAberdeenshire is informed by customer, market and industry insight. In support of these disciplines the organisation has established a flexible, knowledgeable and professional team.

Aberdeen Convention Bureau

(our mid to long-term market focus)

The Convention Bureau team promotes the region to travel intermediaries and conference and event planners in the UK and overseas to ensure the region is a first-choice destination for both leisure visits and business events.

Marketing

(our short-term market focus)

The Marketing team helps grow the visitor economy through destination marketing and campaigns to continually raise awareness of – and drive visits to – Aberdeen and Aberdeenshire in targeted markets.

Tourism Development

(our local business and destination focus)

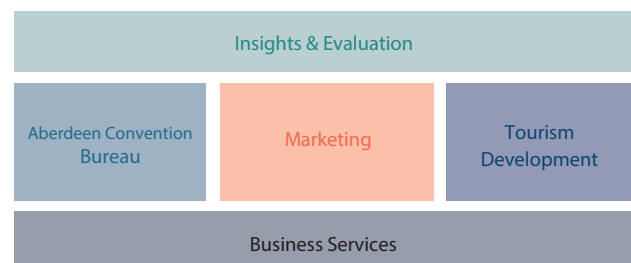
The Tourism Development team provides advice and support to help tourism businesses develop skills and products to meet demand from an ever-changing market.

Insights and Evaluation

The Insights and Evaluation team curates and shares insights to inform business decision-making and strives to demonstrate the value and impact of our activity through tracking, measurement and reporting.

Business Services

The Business Services team supports the employees, volunteers, Board of Directors and business with all aspects of human resources, finance, facilities, health & safety, commercial sales & partnerships, and maintains good corporate governance for the organisation.



Purpose & Vision

Purpose Statement

Our purpose is to help drive demand to visit Aberdeen and Aberdeenshire, and to support businesses to develop and to meet that demand.

Vision Statement

Our vision is to be the leading destination organisation in Scotland increasingly recognised for growing the visitor economy through bold and dynamic initiatives.

Values and Behaviours (CARE)



C

Collaborative

We work in partnership, internally and externally to work towards our company vision.

- Cross team working.
- Working with industry.
- Value and listen to counsel from key



A

Ambitious

We are creative, forward-thinkers and passionate about what we do.

- Be curious and question the status quo.
- Feel empowered to bring ideas to the table.
- Pursue bold and dynamic ways to inspire and engage with colleagues and industry.



ONE TEAM

R

Responsible

We take an environmentally responsible and insights driven approach, operate inclusively and are respectful of others.

- Understand insights and customers' needs in all decision making.
- Strive to source and buy local to support wider sustainability and net zero ambitions of the region.
- Celebrate and support colleagues to create a one team approach.



E

Empathetic

We listen and respond to the needs of others.

- Be friendly, approachable and open to listening to colleagues and industry partners.
- Demonstrate flexibility to our colleagues and stakeholders.
- Approach challenges with a positive perspective.

Role profile - job description

Role purpose

To promote Aberdeen as a leading Business Event destination to secure new international, European, and national conferences, business meetings, and events to the city and region.

Job title • Business Events Sales Executive

Location • VisitAberdeenshire Office

Reporting to • Head of Convention Bureau

Salary • Circa £27,000 per annum

Contract • Permanent

Principal duties and responsibilities

The Business Events Executive will be expected to:

Ambassador Network

- Contribute to the coordination and development of the Aberdeen Ambassador Network, including its Steering Committees.
- Proactively work alongside academic institutions and businesses based in the North East to broaden the reach and impact of the Network.
- Identify and support opportunities for business event bids linked to local expertise, research, and strategic sectors.
- Track relevant developments and investments across Aberdeen's key industries to inform ambassador led sales activity.
- Assist in the planning and delivery of Ambassador led events and recognition initiatives.
- Maintain accurate and up to date Ambassador records across relevant CRM and reporting systems.

Research

- Proactively research international, European, and national association business events, with academic ties to sector strengths in the North East.
- Identify new leads, progress viable leads to bid stage and advance to confirmation.

Research

- Work in a coordinated manner with the Head of Convention Bureau, P&J Live, Ambassador Network Steering Committees, academic institutions, and appropriate regional stakeholders.
- Input activity into the CRM and joint reporting/tracking spreadsheets.

Business Event Sales

- Identify and convert sales opportunities. Contributing to achieving commercial income generation targets.
- Coordinate and deliver Aberdeen Convention Bureau representation at industry sales and educational events, promoting Aberdeen as a business events destination, and maximising return on investment.
- Develop and maintain productive relationships with key industry bodies, such as VisitBritain, VisitScotland, Association of British Professional Conference Organisers (ABPCO) and International Congress and Convention Association (ICCA).
- Produce conference bids, proposals, and presentations to meet client requirements, using ACB branded materials.

Business Event Sales

- Arrange and deliver bespoke client site inspections in conjunction with Aberdeen partners.
- Provide a smooth client journey from bid to confirmation, ensuring that relevant colleagues are fully informed of client activities relating to the event, and clients are fully supported during the handover to confirmed conference services.
- Maintain a current CRM database ensuring all profiles, activities, and correspondence are updated.
- Create and maintain marketing collateral and digital content to promote Aberdeen as a business event destination.
- Contribute to Aberdeen Convention Bureau social media and website content.

The post holder will also be expected to:

- Act in accordance with any and all company processes, including quality, health, safety and environmental.
- Take a proactive stance to achieving set objectives with a solutions-led approach to overcome the unexpected.
- Take responsibility and ownership for own performance, development and behaviour, learns from successes and failures and setting high expectations.
- Play an active part in the development of the VisitAberdeenshire team, including coaching and mentoring team members appropriately to support their continued development.
- Maintain high levels of communication and dialogue with internal colleagues, external partners, and stakeholders.
- Manage time and resources effectively, prioritising efforts according to organisation goals.
- Undertake any other duties that may be required in order to ensure the smooth running of the organisation.
- Act upon defined areas of the operating plan, as agreed with the Chief Executive.



Role Profile - Person Specification

CATEGORY	ESSENTIAL	DESIRABLE
Skills, knowledge, and aptitudes	• Strong sales and business development acumen. • Knowledge and understanding of the meetings and events industry. • Sound knowledge of marketing and communications. • Excellent communication and interpersonal skills. • Excellent oral and written presentation skills. • Strong networking and interpersonal skills. • Excellent IT skills. • Ability to draft concise and informative reports in line with organisational requirements.	• Good business and negotiation skills. • Knowledge of the region’s leading economic sectors. • Knowledge of the region’s academic and research institutions. • Experience of working with design software such as Adobe InDesign and Canva. • Experience of working with customer relationship management software packages. • Understanding of financial procedures.
Qualifications and training		• Educated to degree level in relevant discipline.
Experience	• Experience within a driven sales environment. • Experience of working in collaboration with a range of stakeholders to meet common goals. • Experience in the production and delivery of presentations and proposals.	• Tourism, hospitality, or event management experience. • Client management experience and track record of developing client relationships. • Experience of creating digital marketing content. • Experience of organising and delivering events
Disposition	• Ability to work collaboratively and on own initiative. • Strongly motivated, reliable, and conscientious. • Able to work under pressure to tight time-scales for delivery. • Ability to work in a fast-paced environment and adapt to changing project plans. • Confident to propose solutions to Senior Team Members. • Strategic and innovative thinker.	• Friendly and approachable. • Ability to encourage and develop teamwork within the workplace.
Special requirements	• Able to work out-of-office hours and spend time away from home as required. • Ability to travel across the region, the United Kingdom and internationally, if required.	• Driving license and access to own car.

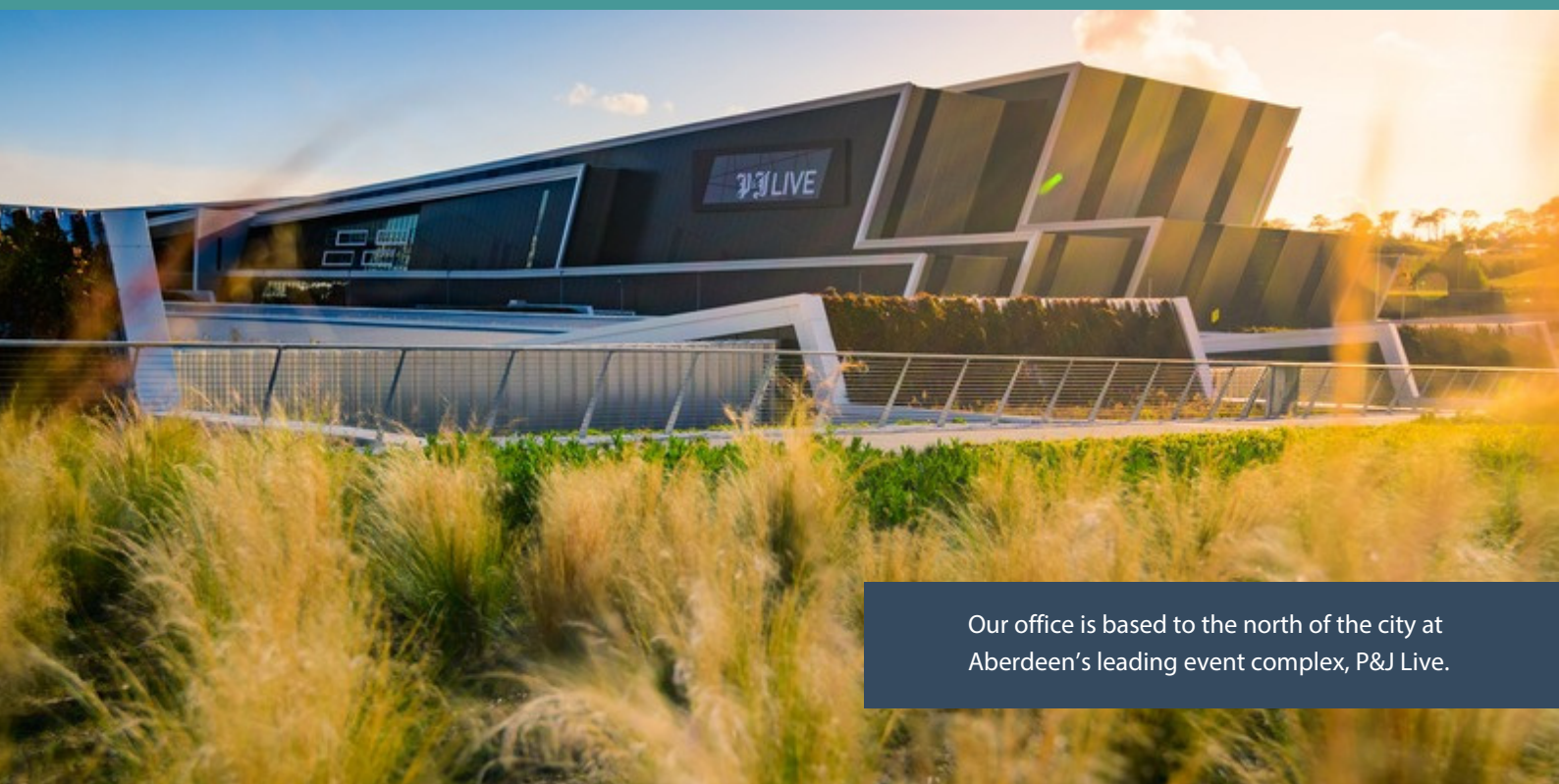
Employment package

Salary

- This role has a salary commensurate with its responsibilities and expectations.
- The salary for this role will be circa £27,000 per annum.

Additional benefits

- Generous annual leave of 33 days per annum (full-time contract).
- Company pension scheme (4% employer contribution).
- Hybrid working opportunities.
- Employee Assistance Programme.
- Independent financial and legal advice.
- Death in service insurance.
- Health and wellbeing programme.
- Discounted tourism attraction entry.
- Cycle to work scheme.



Our office is based to the north of the city at Aberdeen's leading event complex, P&J Live.

Application process

To apply for our vacancy please email a copy of your current CV with a covering letter (no more than 1 page of A4) to jobs@visitabdn.com for the attention of Fiona Douglas, HR & Business Services Manager, by 5pm on Thursday 30 October 2025.

You will be initially assessed on how you demonstrate your suitability for the role across the following areas:

- Skills, Knowledge and Aptitude
- Qualifications and Training
- Experience
- Disposition

The job description and person specification should be your guide during the application process and used to demonstrate how you fit the role and key competencies. Where relevant this should be evidence based and draw on experience in previous roles.

Shortlisting will be based on candidate's ability to meet the majority of the post's key requirements and competencies. This is summarised within the job description and person specification.

Informal enquiries about the role can be made to Fiona Douglas, HR & Business Services Manager by emailing jobs@visitabdn.com in the first instance.

Selection process - key dates

Key Dates	Stages
5pm, Thursday 30 October 2025	Closing date for applications
Wednesday 5 November 2025	Shortlisted candidates to be invited for interview
Tuesday 11 November 2025	First interviews

Selection process

We use a variety of different methods within our recruitment processes which allows a very broad range of elements to be assessed.

The exact structure will be confirmed once we have decided how many candidates, we will be taking forward but it will be based on some or all of the following elements.

- Online profiling – done prior to attending interview through application review
- Panel interview
- Interview presentation or similar competency-based task

It is not anticipated that all candidates will be invited to the panel interview stage. Full details will be provided as we go through the recruitment process.

Pre-employment Checks

Before any firm offer of employment can be made, you will be required to complete an employment health questionnaire.

In all cases, references will be checked, and evidence of qualifications will be required.

In addition, we are legally required to ensure that you are eligible to work in this country and you will be asked to provide appropriate evidence of this.



Working at VisitAberdeenshire

Employees are a business' greatest advocates and without a group of creative, inspiring, and dedicated employees VisitAberdeenshire could not deliver its remit.

VisitAberdeenshire values the importance of its employees and their views on the organisation.

Regular engagement with employees is undertaken to help identify and build upon the strengths and talents in the team. VisitAberdeenshire asks employees to take part in an annual employee engagement survey to delve deeper than the drivers of pay and job security and seek feedback on professional development, personal accomplishment, work/life balance and the ability to influence the company's direction.

VisitAberdeenshire aims to be an employer of choice, through fostering a supportive and friendly environment where people feel valued. We strive to operate an 'open door' policy, offer support, guidance and opportunities for learning and development within the team.

Health & Wellbeing	Learning & Development	Communication
We are committed to the health and wellbeing of all our employees. The organisation has a dedicated Health & Wellbeing Policy with numerous initiatives in place to support employees.	We are committed to continual learning and development for all team members VisitAberdeenshire empowers employees to upskill and take ownership of their personal development.	We are committed to open communication and employee feedback within the organisation.

What do our employees say are the best things about working for VisitAberdeenshire?

- "I love promoting our region and feel proud to do so."
- "The talented team around us are specialists in their field - we are great at what we do."
- "The work we do is fast paced, exciting and rewarding."
- "We're at the coal face of a dynamic industry and work to best serve the stakeholders we work with."
- "The stimulating and constructively challenging nature of the work."
- "Collaborative and friendly culture of the team."
- "Flexible working and organisational culture."

Thank you for considering
VisitAberdeenshire for your next
career move.

VisitAberdeenshire is funded by:



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