



Advertising & Sponsorship Executive (part time)

Recruitment Pack



Message from the Chief Executive



Chris Foy
Chief Executive

Thank you for taking an interest in this vacancy. I hope you find the contents of this pack informative and will motivate you 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. Business events are identified as a key driver of growth.

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 other visitor types who are discovering the warm welcome offered in the North-east of Scotland.

This role sits within the **Business Services** team.

Advertising and sponsorship play an increasingly important role in supporting VisitAberdeenshire's work and creating opportunities for businesses to connect with our highly engaged audiences. Through our website, social media channels, consumer communications, and flagship programmes, we work with organisations that share our ambition to support the growth of the North-east visitor economy.

This newly created role forms part of an exciting evolution of our commercial activity and presents an opportunity to join a small, ambitious, and collaborative team.

Working alongside our newly appointed Advertising & Sponsorship Manager, you will help drive commercial growth, build strong relationships with businesses, and contribute directly to the long-term sustainability of VisitAberdeenshire. If you are organised, proactive and motivated by supporting commercial success, we would be delighted to hear from you.

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

Thank you for considering this opportunity at VisitAberdeenshire.

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The tourism industry

Tourism is one of the engine rooms of the Scottish economy. At its heart, this is a sector that inspires people to enrich their lives by exploring a world beyond their own backyard, and importantly, it enriches the livelihoods of those who serve them across a diverse range of businesses.

The tourism sector in North East Scotland has seen significant growth in recent years, contributing £1.3 billion to the regional economy in 2025. The regional tourism strategy, **Destination Aberdeen and Aberdeenshire: Framework for Growth 2022 to 2030**, aligned to the Regional Economic Strategy, provides a strong platform on which to build recent success and respond to new market opportunities and challenges.

The sector is underpinned by hundreds of compelling visitor experiences delivered by a workforce of more than 11,000 FTE across a diverse range of businesses. From 263 castles and 55 golf courses to a host of museums, an emerging adventure tourism offer, unique preserved fishing villages, and a local larder rich in flavour and diversity, the region offers an exceptional breadth of attractions.



About us

VisitAberdeenshire is the recognised destination organisation and lead body for tourism in Aberdeen and Aberdeenshire, its core purpose is to drive demand for the region and support businesses to develop and meet that demand. This dual remit of destination marketing and destination development reflects the organisation's ambition to be Scotland's leading destination organisation, known for bold and dynamic initiatives that grow the visitor economy and increase the region's economic impact.

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

VisitAberdeenshire's work is shaped around four key areas; Marketing, Aberdeen Convention Bureau, Tourism Development and Corporate Services, all guided by customer, market and industry insight.

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

The Convention Bureau team promotes the destination to conference and event planners in the UK and overseas to position the region as a first-choice host location for business events. The team also leads on promotion to incentive buyers, and the wider travel trade including cruise lines.

The Convention Bureau is a vital part of a "Team Aberdeen" approach to generate leads, identify and engage with academics, and bid for conference and events. The convention bureau delivers site familiarisation visits for potential clients profile the venues and wider region.

Marketing

The Marketing team promotes the North-east of Scotland as a must-visit destination, creating inspirational campaigns that highlight the region's unique experiences. They deliver content across multiple channels, including email, website and social media platforms, while partnering with like-minded brands to amplify the region's story. Their work helps attract visitors, support local businesses and raise the profile of Aberdeen and Aberdeenshire across the UK.

Tourism Development

The Tourism Development team supports tourism and hospitality businesses across Aberdeen and Aberdeenshire to grow and adapt to changing markets. They deliver workshops and webinars, helping businesses build skills and knowledge. The team also provides one-to-one advice and leads product development projects that strengthen the region's visitor offering.

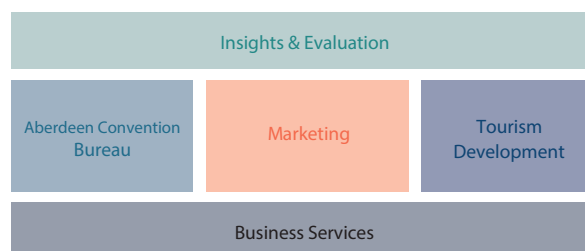
Insights and Evaluation

The Insights and Evaluation team leads on research and data analysis across VisitAberdeenshire. They manage projects that gather and interpret market intelligence, supporting internal decision-making and helping partners understand tourism trends. By sharing insights publicly, the team positions VisitAberdeenshire as a thought leader in the region's visitor economy.

Business Services

The Business Services team underpins the organisation's operations, providing support across HR, finance, facilities, and health and safety. They ensure strong corporate governance, assist employees, volunteers, and the Board, and lead on educational projects that strengthen the organisation's impact.

The team drives commercial growth by securing partnerships and advertising opportunities with businesses. They connect brands with VisitAberdeenshire's audiences through our website, social media channels, and consumer newsletters.



Purpose

Our purpose is to deliver initiatives that will grow the North-east visitor economy.

Vision

Our vision is to be the leading destination organisation in Scotland, continually championing regional tourism businesses.

Collaborative

We work openly internally and externally with trust and integrity to create mutually beneficial partnerships.



Behaviours

- Build strong, trusted relationships with industry partners and stakeholders for success of the region.
- Actively listen and act on constructive output from colleagues and stakeholders to create a one team approach.
- Communicate clearly and transparently to support effective work.

Ambitious

We are creative, forward thinking and passionate about making a positive impact.



Behaviours

- Anticipate change and adapt to take advantage of opportunities.
- Be curious and feel empowered to make suggestions.
- Take initiative to inspire and lead within the visitor economy.

Responsible

We take an insights-led approach that values sustainability, inclusion and respect.



Behaviours

- Use insight, and analysis to inform decisions and priorities.
- Support local business and communities.
- Take accountability for our actions and outcomes.
- Prioritise procurement of goods and services locally whenever they best meet our requirements.

Empathetic

We create an environment where all voices are valued in a trusted space.



Behaviours

- Embrace flexible teamwork with colleagues and stakeholders.
- Be approachable, supportive and willing to listen without judgement.
- Respect different perspectives, experiences and styles of working.
- Communicate with clarity and consideration.
- Approach challenges with compassion, understanding and a solution focused mindset.

Role profile - job description

Role purpose

To support the delivery of VisitAberdeenshire's advertising and sponsorship activity through sales support, commercial administration, customer account support and coordination across confirmed opportunities.

To contribute directly to securing sales by researching prospects, supporting follow-up activity and managing selected advertising and sponsorship opportunities.

Job title • Advertising & Sponsorship Executive

Location • VisitAberdeenshire Office

Reporting to • HR & Business Services Manager

Salary • Circa £27,000 per annum (FTE). Actual salary will be paid on a pro rata basis according to contracted hours.

Contract • Part time 15-21 hours per week, permanent

Principal duties and responsibilities

The Advertising & Sponsorship Executive will be expected to:

Sales support and prospect research

- Research and identify suitable businesses and organisations for advertising and sponsorship opportunities.
- Support the development and maintenance of advertising and sponsorship sales pipelines.
- Prepare prospect lists, supporting information and proposal documentation.
- Assist with follow-up activity and relationship management.
- Support selected advertising and sponsorship opportunities as agreed.
- Contribute to achieving agreed advertising and sponsorship income targets.

Commercial administration

- Maintain accurate records within the CRM database.
- Prepare contracts, booking forms, agreements and commercial documentation.
- Track confirmed opportunities, deadlines and payment status.
- Maintain advertising and sponsorship website content, sales materials and commercial literature.

Account support and delivery

- Provide day-to-day support to advertisers and sponsors.
- Coordinate the information and assets required to deliver commercial activity.
- Work with internal colleagues to support advertising and sponsorship delivery.
- Liaise with advertisers and sponsors to gather required materials.
- Support the fulfilment of agreed sponsorship and advertising benefits.
- Ensure commercial opportunities are delivered to agreed timescales.

Reporting and evaluation

- Support the preparation of advertiser and sponsor reports.
- Gather information required for evaluation and reporting purposes.
- Maintain accurate pipeline and renewal information.
- Identify opportunities to improve commercial processes and administration.

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.

Key competencies

· **Commercial coordination** · **Customer focus** · **Attention to detail** · **Teamworking**



Role profile - person specification

CATEGORY	ESSENTIAL	DESIRABLE
Skills, knowledge, and aptitudes	• Excellent organisational and administrative skills. • Strong attention to detail. • Good communication and interpersonal skills. • Excellent customer service skills. • Strong IT skills, including Microsoft Office. • Ability to manage multiple priorities and deadlines. • Ability to maintain accurate records and documentation. • Ability to work collaboratively with colleagues and external contacts.	• Understanding of advertising, sponsorship or commercial activity. • Knowledge of CRM systems. • Understanding of GDPR and good data management practice. • Knowledge of the tourism sector and visitor economy.
Qualifications & Training	• Experience in an administrative, commercial support, marketing, sales support or customer service role.	• Relevant qualification in business administration, marketing, sales or customer service.
Experience	• Experience providing administrative support in a busy environment. • Experience dealing with customers, clients or external stakeholders.	• Experience supporting sales, sponsorship, advertising or events activity. • Experience of working in tourism, events, marketing or hospitality.
Disposition	• Able to work calmly under pressure and to tight timescales for delivery. • Organised and methodical. • Positive and customer focused. • Ability to work collaboratively and on own initiative. • Strongly motivated, reliable, and conscientious. • Proactive and solutions focused. • Friendly and approachable.	• Interest in developing commercial and sales skills. • Enthusiastic about supporting the visitor economy and regional growth. • Ability to encourage and develop teamwork within the workplace.
Special requirements	• Able to travel across the region.	• Driving licence and access to own vehicle. • Able to work out-of-office hours if required.

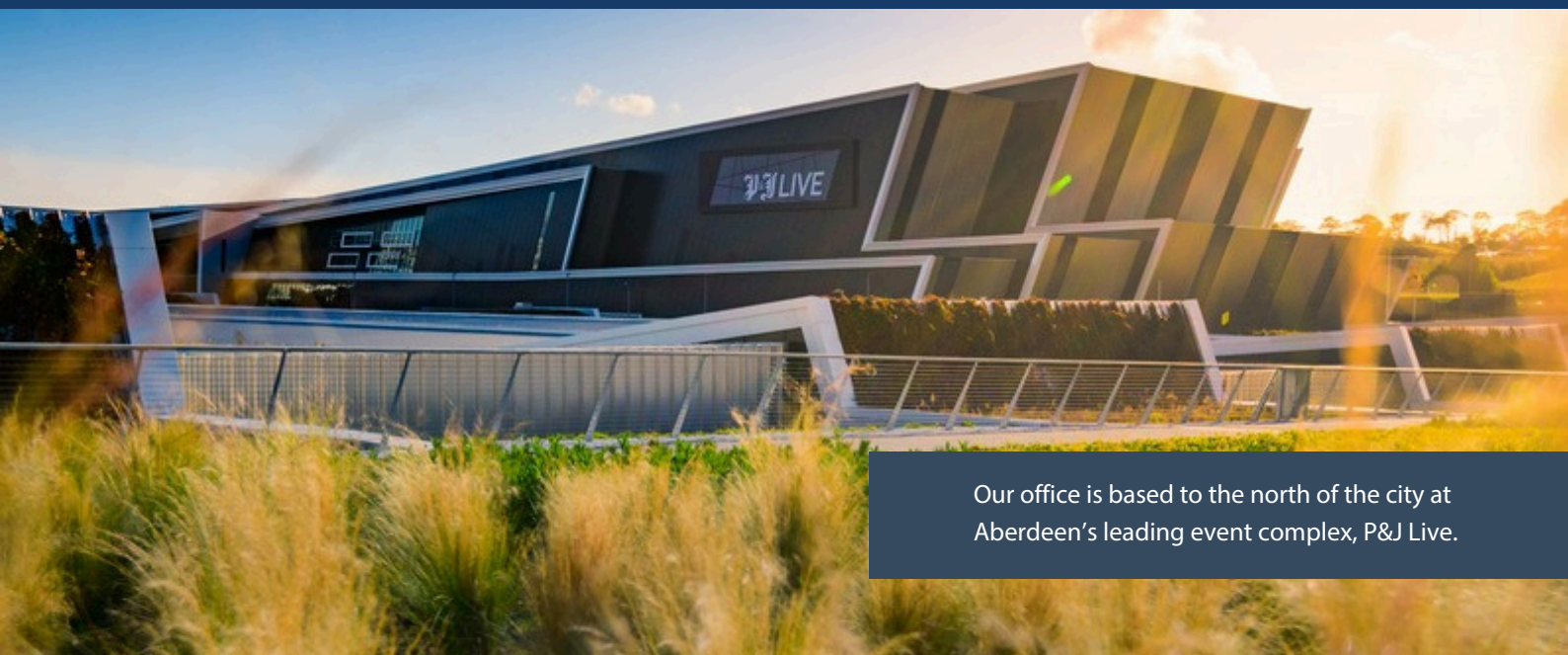
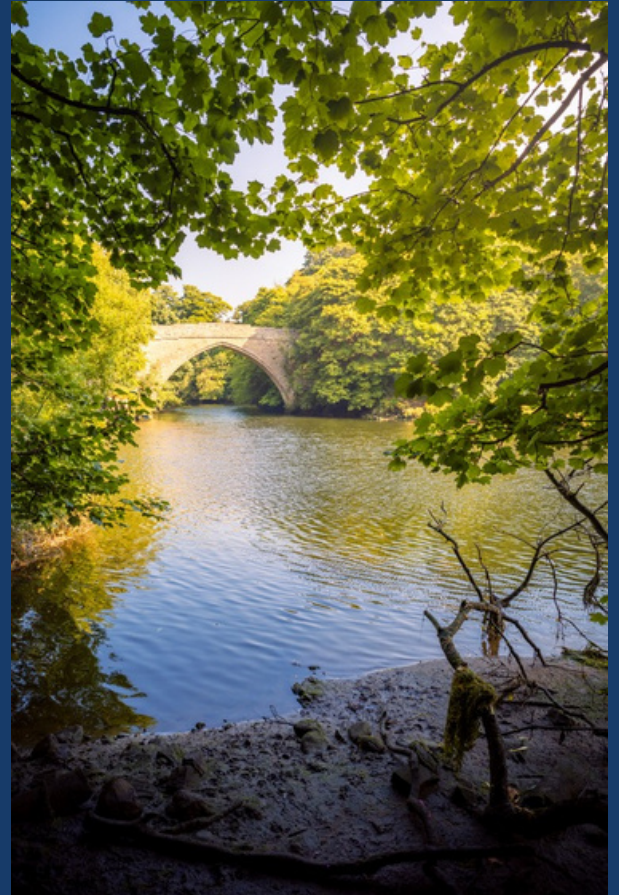
Employment package

Salary

- This role has a salary commensurate with its responsibilities and expectations.
- The salary for this role will be circa **£27,000** per annum FTE.
- This is a **part-time** permanent position of between **15-21 hours per week**. Salary will be paid on a pro rata basis according to contracted hours.
- VisitAberdeenshire does not operate commission or bonus schemes linked to advertising or sponsorship sales

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 Wednesday 19 August**.

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

- Skills, Knowledge and Aptitude
- 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, 19 August 2026	Closing date for applications
25 August 2026	Shortlisted candidates to be invited for interview
1 September 2026	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

Selection process – key dates

It is anticipated interviews will take place on **Tuesday 1 September 2026.**

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

Our people are at the heart of everything we do. Their commitment, expertise and enthusiasm enable VisitAberdeenshire to deliver initiatives that support tourism businesses, grow the visitor economy and champion Aberdeen and Aberdeenshire as a destination.

We value the contribution of every team member and actively encourage feedback, collaboration and continuous improvement. Regular employee engagement activities help us understand what is working well, identify opportunities for development and ensure colleagues have a voice in shaping the future direction of the organisation.

We are committed to creating a supportive, inclusive and welcoming workplace where people feel valued, respected and empowered to succeed. Through flexible working, learning and development opportunities, wellbeing initiatives and an open and approachable culture, we aim to create an environment where colleagues can thrive both professionally and personally.

Health & Wellbeing 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.	Learning & Development We are committed to continual learning and development for all team members VisitAberdeenshire empowers employees to upskill and take ownership of their personal development.	Communication We are committed to open communication and employee feedback within the organisation.
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What do our employees say are the best parts about working for VisitAberdeenshire?

- “A **friendly and supportive team** and organisation who will welcome you in joining them.”
- “You are **valued as a person** and not seen as just another employee. The whole team genuinely cares about each other and **supports each other.** ”
- “The **sense of achievement** felt when you hear other stakeholders and businesses speak about the work of VA”
- “The opportunity to be part of a small organisation where your contributions are **visible and valued.**”
- The **flexible working** environment and **empowerment** to do your role.”

Thank you for considering VisitAberdeenshire for your next career move.

VisitAberdeenshire is funded by:



Aberdeenshire
COUNCIL



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