



Visit**Aberdeenshire**

Board Director Candidate Brief



Message from Chair of VisitAberdeenshire

Message from Stephen Gow, Chair of VisitAberdeenshire.

Tourism in Aberdeen and Aberdeenshire is firmly recognised as a major economic driver, a source of regional pride and an industry with enormous future potential.

VisitAberdeenshire sits at the heart of that ambition, championing the region, supporting businesses, and helping shape a visitor economy that is resilient, collaborative and forward-looking.

As we look ahead to the next phase of growth, we are seeking new Board Directors who can bring fresh perspectives, strategic thinking and a genuine passion for the north east of Scotland. Above all, we are looking for people who understand the value of partnership, who want to help strengthen our organisation, and who want ensure region continues to thrive as a destination to live, work, study, invest and visit.

I hope this brief gives you a sense of both the opportunity and the impact the role can offer.

I very much welcome your interest and look forward to hearing from you.

Stephen



About VisitAberdeenshire

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.

VisitAberdeenshire plays an essential role within this diverse ecosystem. As 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.

Board Director - Candidate Brief

VisitAberdeenshire is a not-for-profit company limited by guarantee, operating transparently and reinvesting any trading surplus into enhancing the destination's tourism offer. It is governed by a public and private Board of Directors, with Opportunity North East (ONE), Aberdeenshire Council and Aberdeen City Council as significant contributors. Local and national stakeholders, including Aberdeen Inspired, AGCC, Cairngorms Business Partnership and VisitScotland, are invited to Board meetings, ensuring strong alignment across the sector.

The organisation is open and inclusive in its approach, engaging with all those who have an interest in tourism and maintaining a wide communications network across the region. Where it adds clear value, VisitAberdeenshire works collaboratively with neighbouring destinations and other industry sectors to maximise impact.

VisitAberdeenshire's activity is shaped around four themes, all of which are informed by customer, market and industry insight. In support of these disciplines VisitAberdeenshire has established a flexible, knowledgeable and professional team.

- **Market development. To increase awareness, visits and associated spend:** Region-wide and year-round promotion including targeting of higher value visits
- **Foster innovation and growth among local businesses.** Insight-driven development initiatives to benefit businesses and the visitor experience.
- **Sector Leadership.** An authentic and informed voice for the visitor economy
- **Business transition and corporate performance.** Continued operational excellence and future stability.



The Opportunity

VisitAberdeenshire is seeking dynamic, forward-thinking individuals from a wide range of professional backgrounds to join its Board of Directors.

As a Non-Executive Director, you will play a key role in shaping the strategic direction of the organisation and supporting its mission to grow the visitor economy across Aberdeen and Aberdeenshire.

We welcome leaders from all sectors who are passionate about the region, bring strong strategic insight, and want to contribute to its long-term success.



Key Responsibilities

As a Non-Executive Director, you will:

- Provide strategic leadership and contribute to the long-term development of VisitAberdeenshire and the wider regional economy.
- Support an effective, transparent, and constructive working relationship between the Board, the Chief Executive, and the Executive Team.
- Build and sustain positive relationships with key stakeholders locally, nationally, and across multiple sectors.
- Review and approve the annual budget, operating plan, and performance framework.
- Act as an ambassador for VisitAberdeenshire, representing the organisation at relevant national and local events to enhance its profile and influence.
- Champion the strengths, opportunities, and potential of Aberdeen and Aberdeenshire.

Governance Responsibilities

Directors are collectively responsible for the organisation's governance, performance, and compliance. In line with the Companies Act 2006, appointed Directors must:

- Act within the organisation's constitution and powers.
- Promote the success and sustainability of the company.
- Exercise independent judgement.
- Apply reasonable care, skill, and diligence.
- Avoid conflicts of interest.
- Not accept benefits from third parties.
- Declare any interest in proposed transactions or arrangements.



Person Specification

We are looking for individuals who can demonstrate:

- A strong interest in the prosperity, reputation, and future of Aberdeen and Aberdeenshire.
- Strategic thinking, sound judgement, and excellent communication and diplomacy skills.
- The ability to work collaboratively and contribute constructively to collective decision-making.
- Strong networks and stakeholder relationships at local, national, or sectoral levels.
- A commitment to high standards of governance, integrity, and accountability.
- The time, energy, and enthusiasm to contribute meaningfully to the Board's work.
- A connection to, or strong affinity with, Aberdeenshire and the surrounding area.

Desirable Experience

We welcome applications from a broad range of sectors. Experience in any of the following areas would be valuable:

- Economic development
- Business growth and commercial strategy
- Academia, Education, skills, or workforce development
- Digital innovation and technology
- Culture, events, or creative industries
- Food and drink, sport, or outdoor pursuits
- Finance, audit, or risk
- Corporate compliance or governance

Prior Board experience is not essential, full induction and training will be provided.



What You Will Gain

- The opportunity to influence the strategic development of a key regional organisation.
- Experience of non-executive governance within a dynamic and high-profile sector.
- The chance to work alongside senior leaders and industry experts.
- A meaningful role in promoting and strengthening the economic prosperity of Aberdeen and Aberdeenshire.
- The satisfaction of contributing to the region's long-term success and reputation.

Terms of Appointment

Term: Three years, with the possibility of reappointment for a further three years.

Remuneration: This is a voluntary, non-remunerated position. Reasonable expenses will be reimbursed.

Time Commitment: The Board meets four times per year. Directors are encouraged to engage with the organisation throughout the year.

Additional time may be required for preparation, committee work, and attendance at key events.

Diversity and Inclusion

We are committed to building a Board that reflects a diversity of experience, perspectives, and sectors. We particularly welcome candidates who can bring fresh thinking, challenge assumptions, and contribute to a culture of innovation and continuous improvement.



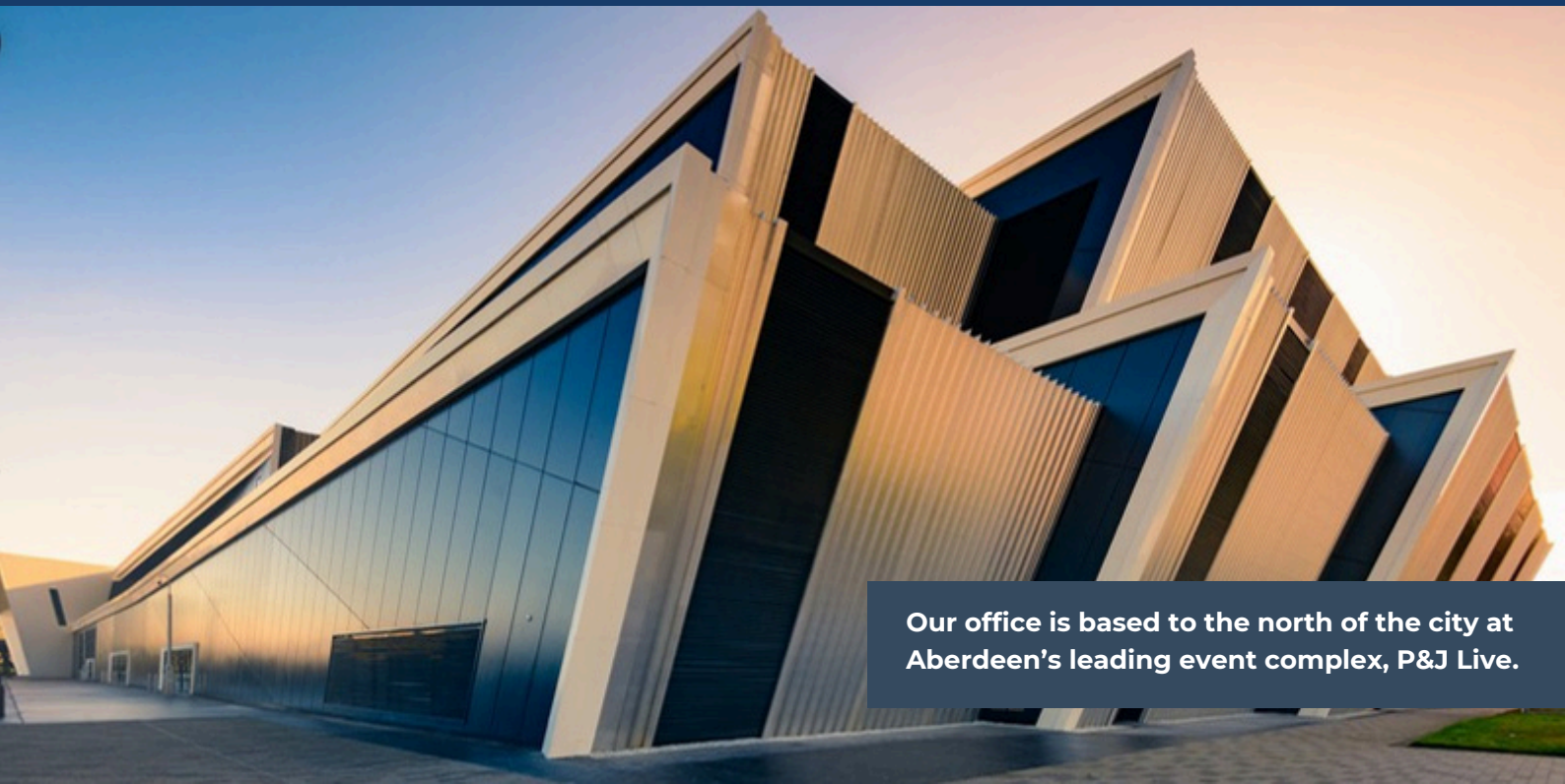
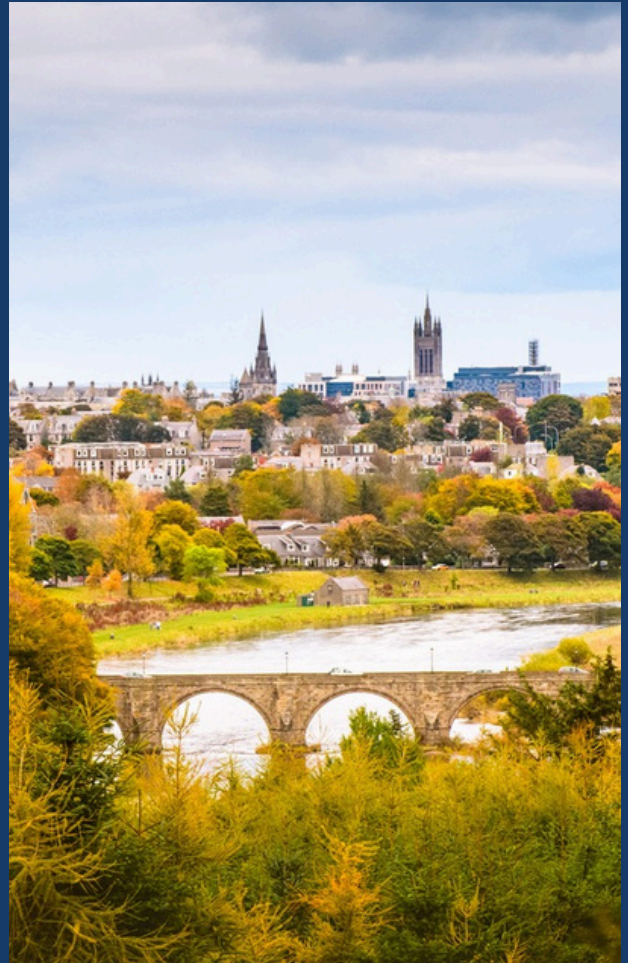
Recruitment Process

Applications: Please submit a short CV and covering letter outlining your interest in the role to **Fiona Douglas, Company Secretary**, at jobs@visitabdn.com by **Friday 5 June 2026**.

All enquiries and applications will be handled in the strictest confidence.

Interview Process: Interviews for the post of Board Director are expected to take place on either **Wednesday 1st or Thursday 2nd July**. All interviews will be held in person in Aberdeen and conducted by a panel of Directors from the VisitAberdeenshire Board.

Informal Enquiries: If you would like an informal discussion about the role before applying, please contact **Fiona Douglas, Company Secretary**, at jobs@visitabdn.com

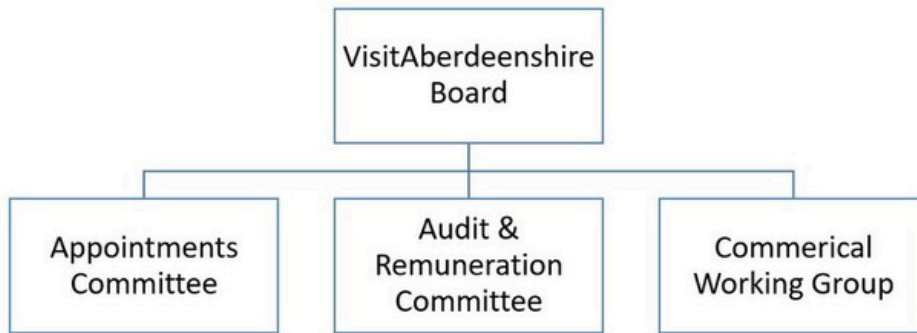


Our office is based to the north of the city at Aberdeen's leading event complex, P&J Live.

Governance Structure

Under the Articles of Association for VisitAberdeenshire the Board is constituted of 4 members, 2 Executive Directors and 9 Appointed Directors.

Board Directors can also be involved in a sub-Committees during their term of office. An Appointments Committee, Audit & Remuneration Committee and Commercial Working Group are in place to advise the Board and Executive on key issues.



Company Information

Company Registration No.: SC413620

Registered & Trading Address: Aberdeen & Aberdeenshire Tourism Company Limited
T/A VisitAberdeenshire, c/o P&J Live, East Burn Road, Aberdeen, AB21 9FX



VisitAberdeenshire is funded by:



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