



visitBute Tourism Officer Job Vacancy

Location: Isle of Bute
Salary: £28,500
1 year fixed contract

This is a rare and exciting opportunity for an experienced tourism officer to develop and promote the island of Bute as a top short break Scottish destination – attracting new visitors and producing significant economic benefits for the island.

visitBute is the trading name of Bute Tourism and Marketing Ltd. The company is responsible for developing marketing and PR campaigns positioning the 'Bute Brand' and promoting the island as a great place to live, work and visit. visitBute recognises the need for a new innovative approach to the marketing and branding of Bute in order to stimulate economic regeneration of the island. We are looking for a dynamic individual to coordinate visitBute's activities in 2012/13. There may be scope to extend the initial term of employment if project is successful.

The main task of this role is to implement visitBute's marketing strategy and business plan for 2012/3 including a branding exercise, marketing campaign, website redevelopment, and the development of tourism products and services. The chosen candidate will be educated to degree level and have at least two years experience in a similar role. The position is based on the Isle of Bute although some travel within the UK will be necessary. A UK Driving Licence is required. The appointed candidate will report to a line manager and the visitBute board.

Main duties will include:

- liaising and building support with a range of stakeholders, e.g. local operators and businesses, public agencies, the media, suppliers and partner organisations
- budget management
- managing production and distribution of marketing materials, including visitBute magazine, leaflets, posters and flyers
- coordinating the development of e-tourism platforms including website
- placing adverts in the press (local, regional, national and specialist publications)
- composing email marketing database, distributing e-newsletters & updating social media
- writing and distributing press releases

- developing Bute customer service standard
- monitoring and evaluating success of marketing campaign

Essential skills:

- ability to produce a quality product on a limited budget
- excellent written and verbal communication skills
- sound IT skills
- eye for design
- creativity
- flexibility
- resourcefulness
- UK Driving licence

Desirable skills:

- Scottish tourism expertise
- graphic design
- local knowledge

Applicants should please apply in writing to Margaret Shields at Bute Marketing and Tourism Ltd, Stable Cottage, Mount Stuart, Isle of Bute PA20 9LP or by e-mail: ardyne.hotel@virgin.net All applications should include a covering letter and CV.

Closing date for applications is Tuesday 31st January 2012.

This project is part funded by:

