



The Scottish Tourism Alliance (STA) Tourism Strategy Project Manager (Coordinator)

Job Description

Role Details

Title:	Tourism Strategy Project Manager (Coordinator)
Role reports to:	Scottish Tourism Alliance CEO (& Tourism Leadership Group Chair)
Contract duration	April/May 2018 – March 2021
Salary	From £42,000 to £45,000 depending on experience
Location	STA Offices in Stirling, however extensive travel throughout Scotland & occasionally beyond.
Hours	37.5 hours / week

Overview of Organisation and Role

The Scottish Tourism Alliance (STA) is the overarching industry leadership group for tourism and the leading voice for the tourism sector in Scotland.

We are an independent trade body comprising of more than 250 trade associations, businesses, destination groups and other organisations with an interest in tourism. Having more than 70% of tourism business directly or indirectly under the umbrella of our membership our voice is one that is held in high regard by Scottish Government and other bodies.

Tourism is acknowledged by the Scottish Government as being one of Scotland's key growth sector and a key industry. Our job is to 'lead on industry matters', representing the views of our members and actively seeking supportive change at policy level to enable the tourism industry in Scotland to reach its growth ambition and perform as one of Scotland's key economic drivers.

As the independent voice of Scotland's tourism industry, the STA:

- Represents the industry – we are the voice of the tourism industry
- Listens to businesses – we are the ear of the tourism industry
- Drives growth by creating the conditions for our industry to be as competitive as we should be
- Influences policy – we meet regularly with Scottish Government and Scotland's main political parties to bring about supportive change at policy level
- Build and inspire industry ambition and knowledge to deliver growth

In addition to this role, the STA also has responsibility for the coordination and industry leadership of the national tourism strategy Tourism Scotland 2020 which is led by the Tourism Leadership Group (TLG), a partnership of public and private sector organisations.

The STA's broad objectives in relation to TS2020 are:

- **Demonstrate visible leadership of the strategy;**
- **Coordinate the delivery of TS2020 MTR priority actions;**
- **Encourage industry engagement with TS2020 and MTR to maximize partnership working and collaborative opportunities.**

Working closely with the STA CEO & team and Tourism Leadership Group partners, the Tourism Strategy Project Manager (Coordinator) role will be responsible for ensuring the delivery of the STA's TS2020 objectives, the review of TS2020 and assist with development of and the implementation of the next tourism strategy.

The STA is a small team with a large remit, therefore we are looking for an individual who can work independently to deliver their own responsibilities whilst also being a team player. They will be ready to turn their hand to the tasks required, juggle the many demands on their time to ensure effective delivery of activities and maintain a professional, responsible, open and good-natured approach throughout.

Core Accountabilities

- Coordinate the delivery of the national tourism strategy, Tourism Scotland 2020 (TS2020).
- Facilitate the development (and subsequent delivery) of the next tourism strategy. This will include close liaison with Scottish Government, public sector partners, STA CEO and Chair and ensuring effective industry engagement.
- Track progress, influence delivery and report outcomes of key TS2020-related activities.
- Ensure continued engagement of the industry with TS2020, either directly or through their own aligned strategies.
- Support the key TS2020 industry groups in the delivery of their own TS2020 related plans. Current groups include: Business Tourism for Scotland, Events & Festivals Industry Group, Tourism Skills Group, Heritage Tourism Group, Marine Tourism Development Group.
- Ensure all new tourism strategies are aligned to TS2020 by providing advice and expertise. Identify common themes and opportunities across the strategies to encourage collaboration and minimise duplication.
- Represent TS2020 and the industry perspective on key strategic projects with partners, such as Digital Tourism Scotland and Tourism Data activities.
- Where appropriate, work collaboratively with partners to identify and deliver initiatives which meet strategic aims and goals, such as the emerging Food Tourism Framework with Scotland Food & Drink.
- Represent the Scottish Tourism Alliance and TS2020 at a senior level to industry, public sector and other key stakeholders.
- Build credible and strong working relationships with relevant senior stakeholders across the visitor economy.
- Be a strong advocate of the national tourism strategy, the approach taken, key priorities and the importance of partnership and collaboration. Deliver presentations, interviews and articles on TS2020 where appropriate.
- Work with STA Coms Team (and other partners) to deliver TS2020 Communications Plan, including the publication of the regular TS2020 Update e-magazines and TS2020 Annual Report.
- Contribute to all aspects of STA activities, including agenda-setting and event planning and delivery.
- Provide secretariat role for the Tourism Leadership Group (and future TS2030 Tourism Strategy Group) supporting the TLG Chair, organising meetings, developing the agenda, preparing papers and writing minutes.
- Provide quarterly reports to funding partners.

Core Competencies

Adaptable to Change:

Respond and behave positively to changing priorities and requests (internal and external). Able to work under pressure whilst maintaining accuracy. Clear ability to prioritise activities and identify and act upon new opportunities whilst maintaining core activities. and to deadlines which may changes

Self-Motivated:

Ability to work alone and continue to deliver deadlines and manage own workload and priorities.

Attention to Detail:

Ability to work at pace whilst maintaining accurate and relevant communications and accurately write updates of TS2020 activities and report on meetings (through minutes).

Strategic Thinking:

Ability to look across the strategic landscape and identify opportunities in partnership with others.

Multi-task:

Essential to be able to multi-task, ensuring that several strands of activity with differing priorities, approaches and deadlines move forwards efficiently.

Building Relationships:

Proactively develops and builds internal and external relationships with key stakeholders acting as an advocate and generating momentum for achieving TS2020 / STA goals and ambitions. Flexible approach to the role and able to develop positive relationships at all levels and across the sector.

Personal Commitment:

Demonstrates commitment, drive, energy and enthusiasm for achieving challenging goals.

Teamwork:

Support the STA Team, industry groups when required
Encourage and develop working and builds teams based on results to be achieved.

Communication:

Excellent communication skills both written and oral

Job Essentials

- Excellent understanding of Tourism Scotland 2020 and the strategic landscape in which strategy sits.
- Excellent understanding of the tourism industry in Scotland, the key organisations and strategies.
- Proven ability to engage and influence senior stakeholders and establish and maintain positive relationships and partnerships at a senior level.
- Proven ability to deliver.
- Excellent communication skills, written and oral.
- Experience in the use of IT systems for administration and management (MS Office).
- A full clean driving licence is also desirable.

Note: We welcome applications from all **suitably qualified and eligible candidates** see Job Advert.

The response for this post is being managed by the Scottish Tourism Alliance's recruitment partner Xpress Recruitment. Applications should be submitted in the form of CV along with covering letter direct to andrew@xpressrecruitment.com by no later than 17.00hrs 14th March 2018.