

Perthshire Golf Breaks

Job Description

Job Title:	Golf Tourism Officer
Reporting to:	Perthshire Golf Breaks Project Steering Group Chair
Location:	To be confirmed
Salary:	To be negotiated
Hours of Work:	3 days or 24 hours per week
Status:	2 year fixed term with option of year extension

Main Purpose of the Job:

To lead and manage the marketing and business development of the Perth and Kinross Golf Tourism sector by working in partnership with Perthshire Golf Breaks to secure and realise the growth potential of golf tourism in the area and enhance the competitiveness of member businesses.

Key Duties and Responsibilities

1. Develop closer collaboration between businesses which will deliver a more strategic approach to product development and marketing, learning from each other and implementing improvements to individual golf tourism businesses.
2. Produce a product development and marketing plan which will provide a co-ordinated approach to projects and activities.
3. Develop and manage these projects and activities, reporting progress to Project Steering Group.
4. Develop an online presence, including website, co-ordinated approach to online tee time booking and social media.
5. Plan and manage a programme of media relations and familiarisation trips.
6. Production of a range of marketing materials for use at events and exhibitions.
7. Development of joint products and packages between those in the golf and wider tourism sector
8. Initiate and sustain links with other businesses and sectors, for example outdoor and activity tourism
9. Identify and maximise funding opportunities, lead and manage the bid process
10. Manage and maintain the policies and governance of Perthshire Golf Breaks and its members

11. Manage income and expenditure and develop systems to monitor and manage budgets
12. Establish and maintain a strong media and PR presence locally, nationally and internationally to raise awareness of and support for Perthshire Golf Breaks
13. Promote the benefits of Perthshire Golf Breaks and grow its membership
14. Respond to all enquiries to Perthshire Golf Breaks timeously
15. Carry out other duties as required



Person Specification

<p>Other</p>	<p>Flexible approach to work and willingness to travel and on occasions to work unsociable hours</p>	<p>Established network of contacts in the golf tourism sector</p> <p>Knowledge of Perth and Kinross and its strengths and weaknesses as a tourist destination</p>
---------------------	--	---

