



## VISITARRAN BUSINESS SUSTAINABILITY & RESILIENCE ADVISOR

*Please note this position is a fixed term contract until 28<sup>th</sup> February 2023, funded through the Ayrshire Rural and Islands Ambition Fund.*

- Hours: 1 FTE (37.5 per week)
- Salary: £30K pro rata
- Closing date: 12 noon on Thursday 17th November 2022 at 12 noon .
- Interviews will take place from 23<sup>rd</sup> November 2022.

Applications should be emailed to [sheila@visitarran.com](mailto:sheila@visitarran.com), and compose of:

- Covering letter
- Updated CV
- Two referees.

## Job Description & Personnel Profile

### Role:

- Provide support to Arran businesses, encouraging resilience through green initiatives, funding streams, business growth and development.

### Reporting:

- Report directly to the Chief Executive of VisitArran on a regular basis as agreed regarding day to day work responsibilities
- VisitArran Board has the overall line management for all staff roles

## Scope of the role

The Business Sustainability and Resilience Advisor will

- Deliver an outreach service to the business community on Arran. In line with green credentials, where possible, public transport will be used. However, in order to reach some of the smaller businesses in more remote locations, it is recognised own transport may be required.
- Identify and suggest ways to reduce energy costs
- Support businesses to consider sustainable methods of service operation that will reduce carbon emissions, suitable to each business.
- Be aware of, and be able to, signpost businesses to potential funding streams including, though not exclusively, green initiatives.
- Ensure that rural and isolated businesses on Arran are using digital as much as possible, encouraging use of website, social media and digital marketing and messaging to help business growth.
- Offer advice on website development (eg online booking etc)
- Encourage more businesses to think about new initiatives such as e-charging for vehicles and bikes, energy efficiencies etc.
- Support businesses to streamline operations where possible to incorporate digital services, such as payroll etc
- Encourage island businesses to use local suppliers where possible, strengthening the Arran offering, thereby promoting and encouraging an inter-dependency between agencies.
- Encourage businesses to re-use, re-cycle and repair. Signpost agencies to assist with this (eg specific village groups, Arran Repair Cafe, Arran Eco Savvy), and potentially where services may be offered in return for other services from the businesses (local exchange)
- Align with the Arran Island Plan: Island in Balance ethos which is supported by VisitArran's aims of Community: Environment: Economy. Value over volume.
- Encourage businesses to consider regenerative tourism such as the Arran Trust, or voluntourism opportunities (such as tree planting/peatbog restoration).
- Ensure that all communications from all sources are answered positively within as short a timeframe as possible.
- Always give an estimated response time and/or alternative point of contact if unable to assist directly.

## **GENERAL**

- Commitment to the VisitArran Code of Conduct – see below
- Always promote the work of VisitArran and associated agencies appropriately and positively as required.
- Other relevant duties as required by the Board of VisitArran

## **PERSONAL ATTRIBUTES AND SKILLS**

Essential attributes

- Excellent communication skills
- Knowledge and understanding of green initiatives and other funding streams that will support business resilience
- Positive approach to working remotely
- Ability to work flexibly, including evenings and weekends as required
- Good knowledge of the island businesses, community, people of Arran
- Flexible and proactive approach to scheduling and completing tasks
- Attention to detail

- Ability to work under pressure
- Ability to work on own and as part of a team
- A positive open minded and pro-active approach
- Computer proficiency eg standard Microsoft packages, website familiarity

### Desirable attributes

- Knowledge and understanding of the Scottish Tourism Sector
- Previous tourism experience
- Driving license and own transport
- This post is funded through the Ayrshire Rural & Islands Ambition Fund and therefore it would be desirable that the successful candidate can commence work by or before 1<sup>st</sup> Dec 2022

## **VisitArran Ltd – CODE OF CONDUCT**

In order to achieve the full potential of partnership working, staff and partner businesses commit to the following:

1. Adhere to the brand values for the destination
2. Work in an open and ethical way with true spirit of partnership in order to maximise the benefits to the destination
3. All marketing and PR communications for the destination will be positive and consistently delivered in line with the brand values
4. Maximise any PR opportunities for Arran through delivery of a good quality experience which meets and exceeds customer expectations assisting in developing the potential for repeat visits and recommendations
5. All employees and voluntary Directors have the right to be treated with consideration, dignity and respect.
6. Commit to significant new detailed market research and the sharing of information on consumers and trends in order to better inform decisions
7. Supporting staff development – improving knowledge of the destination and providing better customer service as a result
8. Ensure an appropriate balance between commercial business, environment and wider Arran community
9. Maximise the opportunity to cross refer business whilst being respectful of the fact that individual businesses have commercial sensitivities
10. Any issues associated with destination management should be always be discussed within VisitArran rather than being aired within the business and wider community
11. Support the development of VisitArran by being Ambassadors for the Partnership