

The Southern Uplands Partnership

The Galloway Glens Biosphere Experience

EXPERIENTIAL TOURISM COORDINATOR

Job Description

Post Title:	Galloway Glens Biosphere Experience Coordinator
Location:	Galloway Glens Landscape Partnership Offices Castle Douglas or SUP Kirkgunzeon Offices
Responsible to:	SUP Project Manager and/or Galloway and Southern Ayrshire Biosphere Coordinator
Salary:	Between £25k and £27k full time – 37 hrs a week. Starting date: August 1st 2018

Context

Galloway and Southern Ayrshire UNESCO Biosphere was designated in July 2012 when it was recognised internationally as a world class environment for people and nature. One of only six Biospheres in the UK, it was the first in Scotland and joins an international family of over 669 Biospheres worldwide.

Covering 5268 square kms of SW Scotland, the UNESCO Biosphere designation is recognition of the fantastic array of landscapes, wildlife, cultural heritage and learning opportunities that the region offers for communities, businesses and visitors to experience and celebrate in a sustainable way. The Biosphere designation brings no new rules or regulations but rather encourages us to work together to create a better future for people and nature.

The Biosphere also brings a unique opportunity to brand and market the businesses and communities of SW Scotland under the international banner of being a UNESCO Biosphere in a way that makes us stand out from the rest of the crowd!

<http://www.gsabiosphere.org.uk/>

The Galloway Glens is a D&G Council-led initiative focused on one of the seven primary river catchments in the Biosphere which has been awarded Heritage Lottery Funding for 5 years. The Galloway Glens Landscape Partnership will support a range of projects that seek to engage local people, businesses and agencies in the special cultural and natural heritage of the area.

www.gallowayglens.org

The Galloway Glens Biosphere Experience is an eighteen month project, part financed by the Scottish Government and the European Union – LEADER 2014-2020 programme, to work with a number of local businesses, agencies and venue managers to help them work together to develop activities that can be packaged and marketed to locals and visitors. Many of these will be artists, artisans or small-scale producers who do not currently consider themselves part of the tourism sector. There will be opportunities to work with partners in delivering the wider Galloway Glens project. You will help the Galloway Glens become a vibrant and dynamic UNESCO Biosphere tourism destination and help businesses work collaboratively in developing new attractions based on the existing cultural, artistic and natural heritage of the region.

Logistics

The Officer will be employed and managed by Southern Uplands Partnership. The main Project Office will be either within the Galloway Glens project Office in Castle Douglas or the SUP offices at Kirkgunzeon. It is expected that the Officer may need to be flexible in working from other locations and or occasionally from home.

The Officer will need to work some unsocial hours.

We are looking for a confident, outgoing individual who has a strong background in rural tourism and/or business development.

You'll need to have a good understanding of both the challenges that rural businesses face but also the attractions that living in such locations can provide.

You should have a proven interest and understanding in the natural and / or cultural heritage of south west Scotland and an interest in finding innovative ways of generating new tourism business and adding value to existing businesses.

A good understanding of the roles that the different public agencies play in influencing the rural tourism economy and how small businesses can engage with them.

You'll need to be used to working both on your own and also as part of a team.

Specific tasks:

- Undertake an audit of potential participants in the region
- Encourage participation in the project and enthuse others about it
- Carry out spatial analysis of geographic location of services and facilities
- Design and develop potential products
- Create a database of relevant businesses, agencies and venues
- Work with others to promote the project via social media
- Prepare quarterly progress reports and provide oral presentations to a Steering Group of partner organisations
- Liaise between partner agencies including the Galloway Glens project team, Galloway and Southern Ayrshire Biosphere, Dumfries & Galloway Council, and Scottish Enterprise (SoSEP)
- Identify sources of training and complete applications where agreed with line management
- Oversee effective delivery of and participation in training sessions
- Work with local partners to develop activities and packages that will work either geographically or thematically
- With input from others, draft a marketing strategy and consult on this including use of social media
- Carry out other tasks as agreed by the project steering group

Terms and conditions

You will need to have access to your own transport and will reclaim work mileage at a rate of 45p per mile.

Leave is accrued at 3 days per full month worked.

SUP makes an 8% pension contribution to the NEST scheme for all employees

The Southern Uplands Partnership is an equal opportunities employer and we will consider all applications including from those interested in working part time.

Contract and notice

This is a fixed term contract for 18 months. Four weeks' notice in writing is required.

PERSON SPECIFICATION
GALLOWAY GLENS BIOSPHERE EXPERIENCE PROJECT CO-ORDINATOR

Essential

- Sound knowledge of the tourism sector
- Understanding of rural food /drink and creative sector
- Understanding of issues facing rural communities, residents and businesses
- Own motorised transport
- Self – starter, organised, thorough, honest, reliable / timely
- Good person-person skills to engage business owners and for successfully leading micro business interviews
- Ability to write concise, structured written final-copy reports
- Experience of social media and database management
- Ability to present concise verbal reports to Steering Group partners and to answer questions clearly and justify viewpoints
- Ability to think creatively about new business development opportunities, including links between businesses and wholly new service options
- Ability to package new and existing optional business services to better serve customer needs
- Enthusiasm for the project and commitment to its successful completion

Desirable

- Experience of small business management
- Experience of working with other micro businesses in the food & drink / creative industries / tourism sectors

To apply, please complete the application form available at www.sup.org.uk and send it with your CV to piptabor@sup.org.uk to arrive no later than 5pm on the 17th July.

If you have questions, please email them to Pip before the 13th July.

Short-listed candidates will be interviewed at Kirkgunzeon on the 27th July.

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