

CHIEF EXECUTIVE

VISIT ABERDEEN

A UNIQUE OPPORTUNITY TO CREATE A NEW ORGANISATION AND LEAD THE INTERNATIONAL MARKETING OF ABERDEEN

Visit Aberdeen will be a new private sector led company which will have responsibility for the global marketing of Aberdeen. The company will benefit from public and private sector support and will make a significant contribution to the economy of Aberdeen and its profile as destination for tourism.

The Chief Executive will provide leadership to a small team and work closely with a range of local, regional, national and international stakeholders in both the private and public sectors. Visit Aberdeen will develop, implement and monitor a co-ordinated brand and marketing strategy to promote Aberdeen as a place to visit. It will be required to use its core funding to form

partnerships, and lever in contributions from private and public sector organisations and its effectiveness will be measured against a demanding set of KPIs.

Applications are sought from successful professionals who believe that they have the skills, energy and enthusiasm to establish what will be a high profile and highly influential marketing organisation with a challenging international remit. The Chief Executive will have the opportunity to prepare and submit the first full business plan for this new organisation – it is therefore a truly exciting and unique opportunity.

Remuneration will be commensurate with the importance and seniority of the appointment.

To apply for this role please send your CV with a covering letter including current/most recent remuneration to Scott Black at submit@fwbltd.com or FWB Ltd, 19, Alva Street, Edinburgh, EH2 4PH. Tel: 0131 539 7087.
www.fwbltd.com Applications should be received by Friday 25th November 2011.

FWB

EXECUTIVE SEARCH SPECIALISTS