



Exhibitor Focus



ABOUT DESTINATION ORKNEY

Destination Orkney is a membership organisation representing and supporting all businesses, organisations and individuals with an interest in the development of Orkney as a world-class sustainable destination. They currently support over 460 members representing many types of tourism business including accommodation, visitor attractions, guides, food and drink producers and retailers, arts and crafts and transport.

They work with local and regional partners, providing leadership, representation and support that helps tourism operators to develop and prosper in a sustainable manner.

Recent/current examples of our work includes: daily skills development sessions and collaboration events for members; launching the Orkney Tourism Awards, running the annual Orkney Tourism Summit, providing regular industry updates facilitating accommodation searches; seeking funding opportunities for members and providing information and support with legislative changes such as the Short Term Let licensing scheme.

They are based in the Travel Centre in Kirkwall and employ four members of staff, three full-time and one part-time. They are also currently supporting a Foundation Apprenticeship placement.

ABOUT VISITSCOTLAND ORKNEY

VisitScotland is the national tourism agency for Scotland. There is a strong focus on responsible and sustainable tourism within their work. Their activity includes promoting Scotland and Orkney to the rest of the world through marketing and PR; developing destinations and the industry through funding and business support; visitor information; quality assessment; events and research and insights. They also work in partnership with local agencies to deliver marketing and promotion activities and to create the right conditions to sustainably develop the visitor economy.

VisitScotland also manages the visitor information centre in Kirkwall, welcoming and helping around 100,000 people through the door per year in addition to email and phone enquiries.

They are based in the Travel Centre in Kirkwall and locally they employ two full-time and one part-time member of staff in their office. In the ICentre, they employ three full-time members of staff and up to six seasonal staff. Nationally, 430 people work for VisitScotland in various locations across Scotland.

WHERE TO FIND THEM AT THE ORKNEY CAREERS FAIR:

STAND 9

Exhibitor Focus

CAREERS

Some of the careers that are available with **Destination Orkney** include:

Entry level roles such as:
Apprenticeship Placement
University Student Placement
Part-time Administrator

Core Team:
Destination Manager
Membership Development Manager
Membership Administrator

Destination Orkney Member Businesses:
There are full-time, part-time and seasonal opportunities across many of their member businesses.

Some of the careers available with **Visit Scotland** include:

National roles:
Marketing
Project Manager
Researcher
Data Insights
Quality Tourism Advisors

Local Roles:
Industry Relationship Manager
Development Manager
ICentre Advisors

QUALIFICATIONS

The qualification you might need depend on the role, but useful qualifications include:

Business Administration
Tourism and Hospitality
Communications
Data Science
Sales and Marketing
Business Management
Languages

Alongside qualifications, practical experience of working in customer facing roles with excellent communication and people skills, with a positive attitude to work go a long way.

SKILLS

Some of the skills you may need to work in this sector include:

Excellent customer service skills
Data research
Marketing
Digital and social media skills
Written and verbal presentation
Financial reporting
Business skills
Event management
Networking and negotiation

OPPORTUNITIES

Destination Orkney offers **work placements** for business administration (apprenticeships).

They also offer specific **project work** for college/university students.

VisitScotland Local offer **seasonal roles** in the ICentre Advisor.

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