



**SCOTTISH
ISLANDS
PASSPORT**

More people to more of Scotland's islands for more of the year.

Freelance Opportunity: Tourism Consultant

Do you love Scotland's islands as much as we do?

The Scottish Islands Passport (SIP) project is seeking a freelance tourism consultant with expertise in the Scottish islands to help us refine ideas for a series of physical publications to complement the Scottish Islands Passport app.

As well as providing island lovers with information about a range of islands on a specific theme, the interactive travelogues will allow people to collect 'passport stamps' for the islands they travel to and record their own thoughts about their experiences.

In line with our aim of promoting sustainable and responsible tourism, each publication in the series is intended to be used on multiple occasions and to be kept by the traveller as a treasured memento of their island adventures.

Progress so far

Despite the global pandemic we have been working from our home on the Isle of Jura to develop resources which cover 73 of Scotland's islands. The full launch date for these resources is dependent on progress tackling covid-19 in the UK, and on feedback from islanders.

We have been working with islanders from Unst to Arran to collect information about their island homes and gather some amazing photography to showcase our fabulous islands. We have also been working with a talented designer to develop the brand and the basic concept of the series.

As we are not intending to feature all 73 islands in one publication and want to move away from the geographical classification of islands, we are now seeking a tourism consultant to help us define themes for the series of publications; identify islands which fit these themes; and help us create a publication plan for the series based on those themes.

Your role

You will use your own expertise and the research and advice collected by the project so far, including from sources such as Visit Scotland, DMOs and islanders themselves, to develop ideas for 12 themes which islands can be grouped around. These could mirror themes used within the categories¹ developed for our app and / or offer alternative routes to explore the islands.

You will then use your own expertise and our island research to identify and prioritise islands which fit within these themes. Particular attention should be paid to smaller islands and those who currently have less tourism coverage, where communities on those islands would welcome more tourism.

Finally you will provide a prioritised list themes and associated islands, alongside your rationale for choosing them, identifying a maximum of 5 themes which will form the basis of the series and suggesting how additional themes might be timed / grouped for future release.

¹ Broad categories within the app: History and Heritage, Food and Drink, Outdoor Activities, Nature, Arts and Music



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Expertise

The successful candidate will have:

- extensive experience in tourism marketing;
- in-depth knowledge of the Scottish islands, particularly smaller islands;
- experience of working on community-centred tourism initiatives;
- evidence of strategic involvement in the development of tourism resources;
- experience of working remotely as part of a small team;
- strong organisations and communication skills.

It should be noted that the voices of contemporary islanders are key to the integrity and success of this project and we are therefore seeking someone who understands the need to keep this at the core of our work.

Time commitment / working arrangements

Based on experience from other projects, we have allocated 35 hours for this work which can be worked on a flexible basis. Work must be completed by 30th November 2020.

The contractor will be engaged on a freelance basis and be responsible for all costs relating to this work including, but not necessarily limited to, payment of taxes and NI, equipment costs, licences and insurance. It will be the contractor's responsibility to ensure that they are working in a safe and legal manner and that they are covered by all relevant insurances including professional indemnity insurance.

Payment

Payment will be made on submission of invoice, with a maximum of one invoice per month. All invoices must be submitted by 31st December 2020 due to strict funding guidelines.

Apply for this role

Anyone interested in this role should submit the following to passport@hitrans.org.uk no later than noon on Monday 26th October:

- a CV clearly outlining your relevant experience;
- a covering letter indicating why you are interested in this role;
- details of availability and hourly rate.

Selection will be based on experience, evidence of an understanding of the project, and cost. We intend to select a freelancer to undertake this work no later than Friday 30th October.

Additional notes

Parties interested in this role may also be interested in the Marketing Expert brief listed on our website. You may submit a combined application for both roles and clearly state that it is a combined application in your covering letter.



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