

# Graduate Tourism Officer

# Oifigear Turasachd Ceumnaiche



# APPLICATION PACK

# Pasgan-iarrrtais

# About Us

# Mu Ar Deidhinn



Urras Oighreachd Ghabhsainn (UOG) is a Scottish Charity and a company limited by guarantee. The charity was established in 2005 to undertake the community buyout of the Galson Estate, covering a large area of the north of the Isle of Lewis, and to take forward the management of the land for the benefit of the community and the environment.

The estate extends to 56,000 acres, comprising of 616 crofts in 22 crofting townships with an overall population of approximately 1,700 people. UOG has ambitious plans for its area and has undertaken a range of key development activities since its inception, which include the installation of three 900kW wind turbines to produce a long-term income stream for the community.

Our vision is to see a thriving and well-connected community with excellent local services and amenities, harnessing its natural assets to sustain a unique culture and social environment.



# Job Description

## Tuairisgeul Obrach

The Travel and Tourism Graduate will play a key role in developing, coordinating, and promoting high-quality visitor experiences across the Galson Estate area, with a particular focus on the cruise market and the wider travel trade. Working closely with local businesses, community groups, and service providers, the role will support the creation of attractive visitor packages that showcase the area's unique natural, cultural, and heritage assets. The graduate will promote these experiences under the 'Visit North Lewis' brand and build strong relationships with cruise operators, tour companies, and travel agents to increase visitor numbers and maximise economic benefit for the local community.

Tourism is a vital driver of economic growth in the Outer Hebrides, and the Galson Estate has significant potential as a distinctive and sustainable visitor destination. While North Lewis offers rich landscapes, culture, and heritage, it remains underrepresented within cruise itineraries and travel trade networks. This role will support the development of a coordinated, high-quality tourism offer across the estate, helping to strengthen market presence, encourage responsible and sustainable tourism, and ensure visitor spend is distributed more widely. In doing so, the post will contribute to long-term community-led economic resilience and estate development.

Objectives include:

- Collaborating with community groups, estate providers, enterprises, and local businesses to develop high-quality visitor packages and experiences for the cruise market and wider tourism sector.
- Engaging with cruise operators, tour companies, travel agents, and wholesalers to attract visitors and promote offerings under the 'Visit North Lewis' brand.
- Ensuring all packages showcase North Lewis's unique cultural, natural, and heritage assets.
- Developing and promoting slow tourism experiences that encourage longer stays, low-impact travel, and activities such as walking, cycling, public transport use, and e-bikes.
- Coordinating all cruise ship bookings and shore excursions, liaising with operators, local guides, and service providers to ensure smooth delivery and accurate scheduling.
- Representing Visit North Lewis at travel and tourism trade shows, exhibitions, and networking events, building and maintaining national and international trade relationships.
- Gathering, sharing, and acting on feedback from visitors and operators to support continuous improvement.
- Maintaining accurate records, data, and reports on tourism activity.
- Contributing to wider estate and community development initiatives focused on sustainable tourism.

# Main Terms and Conditions

## Cumhaicheadh Obrach

Since early 2021, the team at UOG have been working from a new, purpose-built, open-plan office, creating a modern, comfortable, and creative environment to work in. UOG currently employs a team of 15 staff, fostering a supportive culture which encourages professional and personal development.

Benefits include:

- A competitive salary: £26,704
- Full time hours (37 hours per week).
- Fixed Term for 12 months, with potential for progression.
- 35 days holiday per annum inclusive of public holidays.
- 7% Employer Contribution Pension
- Flexible working and family friendly policies.
- Access to health and wellbeing support through Bright Wellbeing & Counselling.
- Access to training and development opportunities.
- Cycle to Work Scheme.
- Opportunities for career progression.
- Travelling expenses in line with Government rates.

UOG does not discriminate against applicants on the grounds of age, race, religion, nationality, sexual orientation, gender identity, disability, marriage and civil partnership, or pregnancy.

If you are looking for a welcoming team, with high morale and a strong work ethic, this is the place for you.

# Skills, Qualifications & Attributes

## Sgilean, Teisteanasan agus Buadhan

The successful applicant will be expected to demonstrate the following essential skills and attributes:

- A degree, HND, or HNC in Travel and Tourism or a related discipline.
- Strong interpersonal skills, with a proven track record in relationship-building, networking, and developing effective partnerships.
- Excellent organisational and communication abilities, including outstanding verbal and written communication skills.
- The ability to work both independently and collaboratively with community and business stakeholders.
- Proficient IT skills, with working knowledge of Microsoft Office applications.
- Strong critical thinking and problem-solving skills, with a well-organised approach to work.
- Exceptional attention to detail, particularly when evaluating the completion of different phases of a project.
- Creativity and innovation, with the ability to bring fresh ideas and new perspectives.
- Experience in producing creative, innovative, and compelling content for visitor information.
- Strong analytical skills to monitor progress and identify areas for adjustment or improvement.
- A high level of professionalism and respect for confidentiality at all times.
- The ability to work effectively as part of a team.

### Desirable Skills and Experience

- Knowledge of the Outer Hebrides, with particular familiarity with the North Lewis area.
- Experience working within the tourism sector and/or in community development.
- Experience of attending, organising, or coordinating trade shows and promotional events.
- Familiarity with marketing practices and digital promotion tools.
- Fluency in Gaelic, or a working understanding of the language, with a genuine enthusiasm to learn and develop Gaelic language skills.

This role is supported by the HIE Graduate Placement Programme and as such candidates must meet the below eligibility criteria:

- Candidates should have graduated within the last four years, ideally with no more than 1 year's graduate level work experience. The minimum qualification accepted will be an HNC, but Degree level is preferable. There is no age limit for candidates.
- The graduate must be resident in the Highlands and Islands area for the duration of the placement.

# Apply Now



# Cuir tagradh

To apply for this integral role within our team:

Please send a covering letter outlining your suitability for the post, taking account of the person specification.

Please enclose a copy of your Curriculum Vitae (CV).

Email your covering letter and CV to:  
[christineamos@uogltd.com](mailto:christineamos@uogltd.com)

**Closing Date:**  
**Noon on Friday 6<sup>th</sup> February**

Interviews expected Thursday 12<sup>th</sup> February  
Anticipated start date 16<sup>th</sup> March

**UOG Business Centre**  
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**Isle of Lewis**  
**HS2 OSH**

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