

Job Description

Partnership & Business Development Manager

About VisitWiltshire

VisitWiltshire is Wiltshire's Local Visitor Economy Partnership (LVEP), recognised by VisitEngland as the county's strategic destination management organisation.

Working closely with businesses, local authorities and strategic partners, our purpose is to grow Wiltshire's visitor economy by increasing tourism visits and spend, extending length of stay and seasonality, supporting local businesses and partners, and developing Wiltshire's reputation as a leading destination.

Our partnership programme is central to this mission, working collaboratively to bring together businesses and organisations that share our ambition to manage, develop and grow a successful, sustainable, visitor economy.

The Opportunity

This is an exciting opportunity to play a leading role in shaping the future of Wiltshire's visitor economy. We are looking for an experienced relationship-builder and commercially minded business development professional who enjoys working with people, developing opportunities and delivering real value for VisitWiltshire Partners.

You will lead the development and growth of VisitWiltshire's partnership programme, increasing membership, strengthening long-term relationships, developing events and engagement activity, generating commercial income and communicating value to our public and private sector Partners.

This is a varied role combining business development, account management, stakeholder engagement, events and commercial partnership working.

Key Responsibilities

1. Partnership Development

- Grow and develop VisitWiltshire's commercial partnership programme
- Recruit new partners across the tourism, hospitality and wider business sectors.
- Maximise retention through excellent relationship management and customer service
- Identify opportunities to increase partner engagement and long-term value

2. Commercial Growth

- Deliver agreed annual income targets through partnership recruitment, renewals and commercial opportunities
- Develop new collaborative initiatives and income-generating initiatives
- Promote and sell consumer PR, travel trade and business marketing and development opportunities

3. Relationship Management

- Build trusted relationships with a wide range of business types
- Manage the partnership portfolio and key Partner accounts
- Meet regularly with public and private sector Partners and stakeholders to understand their objectives and ensure VisitWiltshire delivers measurable value
- Act as an ambassador for VisitWiltshire across the county

4. Events and Partner Engagement

- Plan and deliver business and networking events, sector meetings and briefings
- Develop opportunities for collaboration and knowledge sharing across the sector
- Represent VisitWiltshire at conferences, exhibitions and industry events

5. Strategic Contribution

- Contribute to VisitWiltshire's business planning and organisational objectives
- Work closely with colleagues to ensure partnership opportunities are integrated into marketing, PR and destination development activity
- Monitor tourism and market trends, identifying opportunities for development
- Produce regular reports on partnership performance, income generation and KPIs.

What Success Looks Like

During your first year you will:

- Increase commercial partnership income
- Achieve agreed recruitment and retention targets
- Build strong relationships with existing partners and key stakeholders
- Develop and deliver successful Partner events and activities
- Develop initiatives to improve the value and effectiveness of our Partner programme
- Help strengthen VisitWiltshire's reputation as a trusted partner for the visitor economy

About You

To be successful in this role you will be an enthusiastic and commercially focused professional who enjoys building long-term relationships and creating opportunities that benefit both businesses and the wider visitor economy.

You'll be comfortable working in a complex stakeholder environment and be confident meeting people at every level, from independent business owners to senior public sector leaders, and you'll enjoy working in a collaborative, fast-moving environment.

Essential Skills and Experience

- Proven experience in business development, partnerships or account management
- A strong track record of generating income and developing successful commercial relationships
- Proven experience in business development, partnerships, account management
- Experience of managing and retaining customer or membership portfolios
- Excellent communication, presentation and networking skills
- Ability to influence and negotiate with a wide range of stakeholders
- Strong commercial awareness and strategic thinking
- Highly organised with excellent planning and project management skills
- Ability to work independently while contributing positively to a small, collaborative, high-performing team
- Full UK driving licence and car owner

Desirable Experience

- Experience within tourism, hospitality, destination management or membership
- Knowledge of Wiltshire and its visitor economy.
- Understanding of current tourism trends and visitor economy challenges.
- Experience of organising business events or networking programmes.
- An interest in sustainable tourism and destination development.

Why Join VisitWiltshire?

This is an opportunity to make a genuine impact on one of England's most important visitor destinations.

You'll work with passionate people, businesses, stakeholders and national partners to help shape the future of tourism in Wiltshire, while enjoying a flexible, supportive and collaborative working environment.

What We Offer

- Competitive salary.
- Flexible hybrid working.
- Opportunities for professional development.
- A varied and rewarding role with significant autonomy.
- The chance to work with an engaged network of businesses and partners.
- Mileage expenses for business travel.
- Pension and annual leave in line with organisational policies.

Equality, Diversity and Inclusion

VisitWiltshire is committed to creating an inclusive workplace where everyone is treated with dignity and respect. We welcome applications from people of all backgrounds and experiences and are committed to ensuring our recruitment process is fair, accessible and inclusive.

Other

- Salary: £38,000–£45,000 per annum (depending on experience)
- Contract: Fixed-term, 2 years (with the potential for extension, subject to funding)
- Location: Hybrid – home-based with regular travel across Wiltshire, weekly team meetings in Salisbury, and attendance at partner events as required
- Reports to: Chief Executive

How to Apply

Please send your CV with a covering letter explaining how your experience meets the requirements of the role to davidandrews@visitwiltshire.co.uk.

Closing date: Friday, 14 August 2026.