JOB DESCRIPTION

JOB TITLE
Executive Director

RESPONSIBLE TO
The Board of Directors, Wye Valley and Forest of Dean Tourism Association

PRINCIPLE PURPOSE OF JOB
Reporting to the Board of Directors, the Executive Director will have day to day strategic and operational responsibility for budget, staff, external contractors, managing partnerships and expansion of the Wye Valley and Forest of Dean Tourism Association. He/she will be responsible for the day to day running of the Association, advise the Directors and lead the Team to achieve agreed aims and objectives, represent/take account of the needs of the members, increase the number of members and member businesses whilst maintaining the overall quality.

KEY DUTIES AND RESPONSIBILITIES

Management
- Ensure timely delivery of current strategic aims and objectives
- Lead in the development of financial plans with The Board and advise on required resource to ensure timely delivery
- Recruits and manages external contractors as and when appropriate or required
- Actively engages with and energises board members, any sub-committees, staff, external contractors, partnering organisations and funders
- Introduces key performance indicators for every project/programme/campaign with a commercial focus
- Ensures effective systems in place to monitor, evaluate and report to the Board on progress
- Maintains and develop knowledge of trends in the tourism arena
- Ensures regular, relevant and effective communication takes place with The Board, funders and members

Staff
- With Board approval recruits, manages and develops team members
- Development of job descriptions and ensuring that performance evaluations are undertaken and that appropriate human resource practices are in place
- Maintains an environment which attracts, keeps and motivates a diverse group of individuals which includes both employees and volunteers

Finance
- Manages the budget set by the Board and maintains sound financial practices
- Ensures adequate funds are available to carry out the work of the Tourism Association
- Improves cost effectiveness and return on investment of all marketing activity
- Actively works to expand revenue generating and funding opportunities
Marketing
- Develops and implements the destination marketing plan/strategy ensuring compatibility with cross border and national objectives
- Increases public relations activity to raise awareness of the destination
- Develops a destination marketing style and image
- Ensures all marketing communications are in keeping with the destination style and image
- Develops and enhances the company website to provide additional relevant information and increase its prominence within Search Engines
- Ensures that a dispersed model of provision of tourist information is developed, maintained and managed
- Deepens and refines all aspects of communications, from web presence to external relations with the goal of creating a stronger brand

Business Members
- Develops relationships with existing members
- Actively recruits new, quality members
- Encourages product packages wherever possible
- Actively supports businesses to improve quality and performance
- Investigates and enables opportunities for training and development for members

Other
- Works with other tourism organisations nationally to deliver best practice
- Facilitates the provision of information at key facilities for members and visitors
- Manages and enhances the existing tourism partnerships and develops further partnership working arrangements with local businesses and other organisations in both public and private sectors
- Improves data gathering, analysis and reporting on visitors and tourism in the district

KNOWLEDGE, SKILLS, EXPERIENCE
- Degree level education or equivalent relevant management experience
- Experience of commercial management processes
- Budget planning and control
- Excellent influencing and negotiating skills
- Excellent interpersonal skills
- Good presentation skills
- Experience of managing and delivery of marketing plans
- Experience of management and recruitment of staff
- Experience of project management
- Experience of writing reports that convey complex information to a wide target audience
- Be able to demonstrate extensive partnership working and management
- Excellent IT skills

THE PERSON
- Self-starter
- Strong leadership qualities
- Persuasive, influencing
- Willing to work flexibly
- Able to communicate at all levels