

JOB SPECIFICATION

Role Title:	Interim Chief Executive <i>(seconded or part-time post considered)</i>	Start Date:	Feb/March 2010
Department:	Corporate Services	End Date:	To be agreed
Reports to:	Chairman and members of Lincolnshire Tourism	Location:	Lincoln
	Terms and conditions to be agreed	Perm/Contract:	Short term up to 12 months

CORPORATE OVERVIEW

Visit Lincolnshire's role is to encourage the growth of the tourism sector through the promotion of Lincolnshire as a visitor destination. Established in 1990 to bring together all those involved in the local tourism industry, Visit Lincolnshire became a company limited by guarantee on 1 August 1998.

Our membership is fundamental to the success of our organisation. Current members include ten local authorities and over 275 trade association and private sector members. We work closely with regional agency, East Midlands Tourism and national agencies VisitBritain and VisitEngland. Altogether, Visit Lincolnshire is in contact with over 3,000 businesses countywide.

Main client contracts are with East Midlands Tourism, Lincolnshire County Council and other local authorities. A significant part of our income is generated through joint ventures, advertising and other commercial revenue.

Visit Lincolnshire is recognised as being one of the first and most successful area partnerships in the tourism industry and takes a lead in establishing partnerships with other parts of England where this fits with our marketing activity and client focus.

Visit Lincolnshire is keen to develop new routes to market for Lincolnshire. Online marketing is an important way of reaching potential visitors both in the UK and overseas. Thanks to a major investment over the last few years Lincolnshire's online presence has grown. Visit our consumer and B2B sites to see for yourself – visitlincolnshire.com. We are currently updating our online presence to take advantage of all the latest technological and social networking opportunities to gain maximum visitor interest in coming to Lincolnshire for a short break.

Visit Lincolnshire recognises that its main strength and creative resource resides in its staff. Our team has a broad range of skills and can give advice on marketing, media management, succeeding as a tourism business, setting up a new business and much more. All staff are dedicated, self motivated and mutually supportive. All are encouraged to undertake further training and add skills that are relevant to their personal development and to the growth of the tourism sector in Lincolnshire. Visit Lincolnshire has held Investor in People status since August 2004.

OVERVIEW

After 12 years in post our current Chief Executive is moving on. Given the uncertain future of Regional Development Agencies, stringent budget pressures for local authority clients and partners it is now time to review the future role and purpose of Visit Lincolnshire.

We are seeking an interim Chief Executive to undertake this role and to work with stakeholders to create a vision and forward Business Plan which has as its core a robust, more commercially focussed approach.

JOB PURPOSE

To work with the Chairman, Directors, members and senior team to agree a way forward for Visit Lincolnshire.

KEY TASKS

- To scope out the future role of Visit Lincolnshire based on stakeholders views and needs; sponsors, clients, member, industry contacts.
- To evaluate efficiency and effectiveness of current Visit Lincolnshire model including trading activity.
- To develop 3 year Business Plan for Visit Lincolnshire (and trading arm) based on new business development and commercialisation of marketing campaigns and other activity.
- To secure broad buy-in from Lincolnshire stakeholders for future vision for Visit Lincolnshire, and strategic direction for the visitor and leisure economy.
- To manage the process of any transition/structural change including staff development and retention.

MAIN DUTIES/RESPONSIBILITIES OF THE ROLE

- To negotiate and act on behalf of Visit Lincolnshire to ensure its effective and continuing development.
- To be responsible for the financial affairs of Visit Lincolnshire and the trading subsidiary.
- To develop and encourage an entrepreneurial attitude to the promotion of the visitor economy and to secure new client contracts of potential resource advantages to Visit Lincolnshire.
- To ensure that Directors and staff develop and implement co-ordinated campaigns and activities with public and private sector stakeholders.
- To develop and maintain high media and public profile for the visitor economy in general and Visit Lincolnshire in particular.

PERSON SPECIFICATION	
Qualifications:	Degree or equivalent
Experience:	Significant experience at a senior level in either the private or public sector with a good track record of commercial success.
Essential Criteria:	<ol style="list-style-type: none"> 1. Strategic thinker and leader 2. Business background in sales/marketing communications/business development. 3. Senior level manager, personable, excellent negotiator. 4. Experience in change management and income generation 5. An appreciation of the challenges of partnership working and a broad understanding of local authorities as organisations. 6. Experience of budgetary control and financial management 7. A car owner with a full and clean driving licence
Desirable Criteria:	<ol style="list-style-type: none"> 1. A strategic understanding of the leisure sector, destination marketing and management. 2. A good knowledge of information and communications technology and the benefits and opportunities of e-business and marketing applications. 3. Good working knowledge of Windows 2000/XP and Office Suite software
Hours of Work:	<ol style="list-style-type: none"> 1. This is an Interim Appointment which could be part-time (3 days a week) for a maximum period of 12 months. 2. A short term secondment would be considered.
Place of Work:	Offices in Lincoln.
Health and Safety:	To comply with the requirements of the Health and Safety at Work Act, and act within those requirements at all times.

Visit Lincolnshire is committed to equality of opportunity for all employees

