

## VisitAberdeenshire

VisitAberdeenshire is the recognised destination management organisation and lead body for tourism serving Aberdeen and Aberdeenshire. Its primary purpose is to deliver the tourism strategy for the area and its remit embraces both destination marketing and destination development. VisitAberdeenshire's ultimate goal is to lift the economic impact of tourism in the region.

VisitAberdeenshire is a not-for-profit company limited by guarantee; transparent, accountable to its stakeholders and reinvesting any trading surplus in the destination tourism offer. There is a public/private Board of Directors and organisational structure with Aberdeen City Council, Aberdeenshire Council and Opportunity North East (ONE) being significant contributors. Visit Scotland and Scottish Enterprise are also fully committed to working with the company.

VisitAberdeenshire is open and inclusive in its approach, inviting all those with an interest in tourism to be part of their activities and communications network. It is engaged with all parts of the industry and across the region. Where it is of clear value, VisitAberdeenshire will work productively with neighbouring destinations and other industry sectors.

The disciplines VisitAberdeenshire covers are Leisure Marketing (including events and festivals), Tourism Development activities to help local businesses become more productive and competitive, and a focus on the Business Events sector. In support of these disciplines VisitAberdeenshire has established a flexible, knowledgeable and professional team.

Aberdeen and Aberdeenshire offer fantastic tourism experiences to its visitors, including 263 castles forming part of the longest castle trail in Europe, some 50 golf courses, a host of museums, nine Scottish National Trust properties, many gardens and buildings of interest, unique preserved fishing villages, and one of the 10 best coastlines in the world as rated by National Geographic. Looking ahead, a new state of the art conference centre is under construction along with new port cruise facilities opening in 2020 that will encourage the region to win a more significant share of the growing cruise market.

## The Position

VisitAberdeenshire now seeks to appoint a successor to its current Chairman, Colin Crosby, who has indicated his intention to retire, effective from June 2018

The overall purpose of the role is to lead the Board ensuring there is a clear strategic direction and vision and working closely with the Chief Executive, agree and set the Company's overall direction, aims and objectives. To ensure that the Board performs effectively and efficiently to drive forward the vision and strategic development of the Company.

**Key responsibilities include: -**

### Leadership

- Provide strategic direction and motivational leadership to the Board, ensuring that it maintains integrity and collectively and individually members comply with the Company's Rules, its Code of Conduct & the VA Code of Governance.
- Chair Board meetings, encouraging a high standard of open discussion and constructive debate to ensure transparent and effective decision making.
- Lead the appointment of the Chairpersons' of Committees/sub groups, in consultation with other Board members.

- Lead the selection process for the Chief Executive where a vacancy arises.
- Ensure Board Members are encouraged to take on tasks/roles enabling them to play a full part in the Board's activities and facilitating development opportunities for all Members.
- Ensure the Board fulfils any statutory duties and complies with all relevant regulatory requirements.

### Working with the Chief Executive

- Establish a good working relationship by meeting regularly with the Chief Executive, ensuring effective two-way communication including preparation for Board and other formal meetings and briefing on all appropriate matters including strategic issues and risks
- Formally agree objectives and review and evaluate the performance of the Chief Executive
- Through the Audit and Remuneration Committee ensure approval of his or her salary, benefits and terms of employment.
- Lead any disciplinary action in relation to the Chief Executive working through VA policies and relevant members of the Executive Team and/or a Board-agreed external employment specialist agency.

### Governance

- Ensure that the Board maintains a strategic focus throughout its work.
- Agree the agenda's and ensure the efficient conduct of Board Meetings, and that the timing and frequency is appropriate to meet business needs.
- Ensure that the Board Members receive appropriate regulatory or governance advice, when needed, from either senior staff or external sources.
- Ensure the Board collectively and Audit and Remuneration Committee in particular, support, monitor and where necessary approve financial planning, decision making.

### Working with Stakeholders

- Develop an effective working relationship between the Board and the Executive Team, based on openness and mutual respect.
- Build and maintain positive and effective working relationships with all key stakeholders of VisitAberdeenshire both internal and external, locally and nationally.
- Assist the CEO, as required, to help initiate commercial partnership relationships with the private sector
- Represent VisitAberdeenshire at key national and local events as appropriate to maintain a positive high profile for the Organisation.

### Board Performance

- Review and evaluate the performance and contribution of Board Members and agree personal development plans where applicable.
- Ensure new Board Members undergo an effective induction and that their development needs are identified at an early stage and built into the Board development programme.

## Person Specification

### Experience

- A minimum of 5 years non-executive Board experience.
- A proven track record within the tourism industry in a strategic leadership role where transformation and growth has been a feature.

### Knowledge, skills and abilities

- Knowledge of and passion for tourism.
- Financial acumen with the ability to constructively challenge.
- Strategic thinker with excellent communication and diplomacy skills.
- Strong networks both locally and nationally.
- Excellent public speaker.
- A positive personal presence, with the confidence and ability to provide support to the Chief Executive and Board Members.
- Highly-tuned listening and facilitation skills, and the ability to observe, interpret and draw conclusions.

## Additional Requirements

- Located within easy reach of Aberdeenshire. Knowledge and affinity for the area.
- To be able to commit time and enthusiasm to the role.
- To have a strong commitment to quality customer service.
- Willing to join the Opportunity North East (ONE) main Board.

## Terms

Approximately 20-24 days per year. This includes 4 VisitAberdeenshire Board meetings, 6 ONE Board Meetings, 4 ONE Chair meetings plus formal and informal meetings with CEO, other members of the Board and on occasion acting as an Ambassador at events.

Term – Initially a 3-year term.

Applications should be sent to [lynne.stables@opportunitynortheast.com](mailto:lynne.stables@opportunitynortheast.com) by Thursday 22<sup>nd</sup> of March 2018

Interviews will take place on the morning of Thursday 29<sup>th</sup> of March