

## **Islands' Partnership**

The Islands' Partnership was created in late 2012 as the single body responsible for the management of tourism on the Isles of Scilly. Tourism is a vitally important component of the Scillonian economy and it is the visitors' contribution to the economy which provides the critical mass for much of the Islands' infrastructure and community facilities. The Islands' Partnership therefore seeks to embrace all island businesses in its work and currently has a membership of over 300.

The Islands' Partnership's remit is to:

- Lead the strategic development of the tourism economy
- Effectively promote the Isles of Scilly as a visitor destination
- Develop the destination product offer so that it is appropriate and competitive in the market place
- Deliver a business support and improvement service to its members
- Manage the delivery of visitor services

## **Executive Director**

### Main purpose of role

The Board of the Islands' Partnership wishes to reinforce the existing staff team of one full-time coordinator and three part-time staff with the appointment of a full-time tourism professional, who will be responsible for developing the activities and performance of the Islands' Partnership.

The Director will lead this development and will provide both the strategic leadership for the renaissance of the industry and the practical delivery of the management to secure it.

### Position

The post reports to and advises the Board of Directors of the Islands' Partnership.

### Scope of role

#### **To provide overall strategic leadership for the Islands' Partnership's development and delivery of its objectives**

Based on sound market intelligence and working within the agreed framework for the development of the IoS tourism offer, it will be the Director's responsibility to lead the industry in meeting market demands and expectations. The Director will be responsible for enabling consistent delivery of brand values across the industry, being alert to emerging opportunities for product and market development.

#### **Review and revise the Business Plan and prepare a work plan for the Partnership annually**

#### **To develop and implement the marketing strategy for the destination**

The Director will be responsible for delivering more effective penetration of the market place, leading to higher levels of visitor recruitment.

Whilst working with limited budgets, to maximise the effectiveness of the Islands' Partnership's marketing. To guide and oversee the development of bespoke marketing campaigns particularly using digital media. To drive the development of a destination website that meets market expectations and overcomes the current limitations of a disjointed product offering.

**To identify and secure opportunities for the industry to adapt to meet the demands of the market**

The Director will be responsible for extending the industry's understanding of the need to adapt to meet market expectations, ensuring the product is fit for purpose and capable of meeting the needs of the Islands' visitors. The Islands' Partnership is responsible for enabling beneficial change and the Director will secure the means to assist the industry in meeting the challenges of that development.

**To secure the integration of the tourism offer**

Working with key delivery partners, the Director will lead on the creation of an integrated tourism and transport offer, secured by changing the practices of the industry to deliver a seamless, visitor orientated experience.

**To identify and facilitate the development of the product offering**

Based on sound intelligence, the Director will be expected to identify areas where the visitor experience can be enhanced by the provision of new facilities, providing for a more rewarding and resilient holiday offering.

**To be responsible for the financial management of the Partnership's affairs**

The Director will be responsible for identifying and exploiting opportunities for securing funding that supports the Islands' Partnership's activities creating a sustainable foundation for the Islands' Partnership's functions. The Director will be accountable for delivering good financial governance.

**To develop and deliver a strong and consistent brand for the Islands**

The Director will coordinate the development of a clear and consistent message about the values of the Isles of Scilly brand across industry sectors. The communication of 'brand' values will underpin perceptions of the Isles of Scilly as a visitor destination and more broadly, as a successful island community.

**To provide leadership for the Islands' Partnership's employees**

The Director will be overall in charge of the management of the Islands' Partnership's staff and will be responsible for delegating responsibilities and in conjunction with the Islands' Partnership's coordinator, for ensuring the delivery of the Islands' Partnership's objectives through the efficient and effective deployment of its staff resources.

**To ensure that the Islands' Partnership delivers the agreed outputs for the Service Level Agreement (SLA) Partners**

Each SLA partner has specific output requirements, delivery of which is of fundamental importance to the future success of the Islands' Partnership and the Director will be responsible for ensuring the appropriate continued support of the SLA partners.

**Limits of Authority**

The Director will work within the agreed strategies for tourism and the policies of the Islands' Partnership however, the Director will be responsible for advising the Board on strategies and responses that extend beyond the horizons of current thinking.

**Relationships**

The Director will lead communication with the industry, the Islands' Partnership's members and the islands' visitors. The Director will spearhead effective relationships with the Islands' Partnership's key delivery partners that ensure the efficient, co-ordinated delivery of shared objectives.

The Director will be responsible for forging beneficial relationships with new delivery partners, particularly within the market catchment area.

The Director will establish and maintain positive relationships with regional and national tourism bodies and other external bodies such as the Local Economic Partnership and be an advocate for tourism in Scilly.

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## Reward package

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The role will be full time.

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The role will be for an initial term of 2 years but with potential for extension thereafter subject to appropriate funding being secured.

The full time salary will be in the range £55,000 to £60,000 per annum.

The Islands' Partnership's contribution to the post holder's pension will be subject to negotiation.

You will be entitled to 25 days holiday a year in addition to bank holidays (albeit your terms of employment may require that you work on some bank holidays and receive time off in lieu.)

No vehicle is provided with this position however reasonable inter-island and mainland business travel expenses will be reimbursed.

The work of the Director will be conducted on both the Islands and the mainland and proposals will be considered from applicants who wish to reside on either the Islands or the mainland. It will be the applicants' responsibility to secure appropriate accommodation on the islands (if required) although the Islands' Partnership will do all that it can to assist the post holder. For those who choose to reside on the mainland, the reasonable cost of travel between the Islands and the mainland will be met by the Islands' Partnership subject to agreed limits.

## Personal specification

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### Education, Experience & Qualifications

The Director will have a proven track record in the management of tourism, with a bias towards destination management.

It is essential that the Director has a strong background in marketing.

It is desirable that the applicant has experience in product development.

### Personal

The Director will have exceptional communication skills, with a proven ability to effectively persuade a wide range of people, including important decision makers and local members of the Islands' Partnership. The ability to secure effective relationships with the Islands' Partnership's business affiliates is a fundamentally important aspect of this role and the Director will need to quickly establish relationships that enable beneficial changes to be embraced through trust.

The Director will need to have a successful track record of managing change and of securing a mandate to pursue strategic development in situations where resistance has to be overcome and modified.

Specific skills and experience of successful tourism marketing will be required. The recruitment of additional visitors to Scilly is of pivotal importance to the industry and the Director will be responsible for identifying, developing and delivering opportunities that extend the reach of the islands' marketing activities. The Director will need to have an appropriate conceptual approach to such initiatives but also a clear understanding of the mechanics for their delivery.

The Director will need to demonstrate a history of effective team management, delegation and empowerment of their staff teams, where the team's capability and understanding has been improved and overall outputs increased as a result.

The Director will need to have a strong empathy with the brand values of the Isles of Scilly and the natural and human qualities of the islands and their community.

The Director will need to be able to offer up to date familiarity and understanding of relevant IT systems and digital marketing techniques.

## **Recruitment process**

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Applications, comprising a CV and covering letter, should be submitted no later than **MONDAY 21<sup>ST</sup> JULY 2014** to Chris Gregory, Chairman of the Islands' Partnership, Hugh House, St Mary's, Isles of Scilly, TR21 0LS or by email: [cgregory@duchyofcornwall.org](mailto:cgregory@duchyofcornwall.org)

Shortlisted applicants will be invited for interview on the Isles of Scilly and the successful applicant will be invited to commence work as soon as possible.

Those wishing to discuss the position informally should contact Jenny Bagnall on 01720 422508.