**CEO – ASVA – Association of Scottish Visitor Attractions**

**Responsible to:** ASVA Chair (and Board)

**Responsible for:** ASVA Employees

**ASVA**

ASVA represents a key sector of the Scottish tourism economy, our Mission Statement is:

**‘To support and inspire Scottish visitor attractions to deliver sustainable, world class experiences’.**

This is done through promoting best practice, sharing experiences, supporting innovation and driving change.

**CEO Role Summary**

In conjunction with the Board, the CEO oversees strategic development of the organisation in line with the Business Plan. The CEO will monitor and report on the implementation of plans, policies and programmes at Board Meetings. The CEO has responsibility for the profitable operations of the organisation and will ensure the effective and efficient organisation of day to day administration including delivery of member benefits, company finances, operations and HR. The CEO will be an ambassador for ASVA and the Visitor Attractions sector within the wider tourism environment.

**Main Duties:**

* Work with the ASVA Chair and Board to ensure that the organisation operates in line with its Memorandum and Articles of Association.
* Ensure the day to day operations of the ASVA office run efficiently to provide services to ASVA members.
* Maintain effective communications with the ASVA Chair and other ASVA Board Members.
* Plan and deliver the annual ASVA Conference and other ASVA activities (e.g. Development Programme, Learning Journeys, etc.).
* Ensure all aspects of employment law and HR good practice are followed in relation to the ASVA Team.
* Be a good ambassador and communicator for the organisation and sector when dealing with national agencies and building on relationships with them.
* Maintain and develop effective working relationships with other tourism bodies, national agencies and Scottish Government Departments as required.
* Ensure that the ASVA website is maintained and operated to a high standard.
* Promote effective communications with ASVA Members through various channels such as E Newsletters, social media, surveys, etc.
* Gather market intelligence on behalf of the visitor attractions sector through attendance at meetings and conferences relevant to the sector.
* Delivery of the monthly and annual Visitor Trends Reports.

**Person Specification**

**Essential Attributes**

* CEO or GM level of experience for a minimum of 5 years.
* Thorough knowledge of the Tourism Industry at a national level in Scotland.
* Resourceful and innovative with excellent organizational skills and the ability to coordinate multiple projects.
* Ability to balance the strategic aims of the organisation (as outlined in the Business Plan) with the necessary attention to detail across the full range of activities.
* Interpersonal skills and judgement that inspire confidence and trust in the Chair and other board members, ASVA staff and other organisations.
* Understanding of the legal requirements, statutory and regulatory obligations of the organisation which is a ‘Not for Profit’ Limited Liability company.
* Thorough understanding of financial management, ability to monitor the key indicators related to the organisation’s financial health.
* Knowledge of the Visitor Attraction sector in Scotland.
* Experience in all aspects of the organisation of medium/ large events.
* Qualified to degree level (or a combination of other qualification(s) and relevant experience gained).

**Desirable Attributes**

* Experience in dealing with relevant Scottish Government Departments and other related public sector agencies.
* Excellent writing and editing skills.
* Good presentation skills.
* Post graduate qualification in Tourism or related subject area.