

## Role Profile and Job Description

Association of Visitor Experiences & Attractions (AVEA)

Chief Executive Officer (CEO)

Part Time - 24 hours per week over 5 days

Reporting to the board of directors of AVEA

**Location:** Home Working Role

In person attendance required for conferences, meetings and events

Applications to Michael Counahan at [mcounahan@chl.ie](mailto:mcounahan@chl.ie) by Thursday, June 2<sup>nd</sup> 2022

### About AVEA

AVEA is the national representative association for the Visitor Experience and Attractions (VEA) industry in Ireland. AVEA was formed in 2017 by the sector, to provide advocacy and a forum for its members to network. AVEA aims to build greater awareness of this vital tourism sector, to promote professional competence through learning and development, and represent its members in national tourism strategy and decision-making.

### Core Objectives of AVEA

- To represent the Visitor Experiences and Attractions (VEA) sector and to advocate its importance within the tourism industry, local and national government.
- To provide a forum for the exchange of knowledge, information and advice between members, and to provide external support and professional insight to support members in the delivery of best practice in customer care, interpretation and service standards.
- To encourage the highest standards of professionalism within the industry, and to promote the development of the core skills and competencies required to drive the growth and continued success of the VEA sector
- To conduct research for the VEA sector, and gather data on performance, in order to inform future planning, strategy, and case-making

### Chief Executive Officer

The Board of AVEA wish to appoint a Chief Executive Officer on a part-time basis to promote and represent AVEA and to increase awareness of its objectives and goals.

### Key Accountabilities

As CEO you will lead, shape and influence the development of the AVEA Strategy to build greater awareness of this vital tourism sector, to promote professional competence through

learning and development, and represent its members in national tourism strategy and decision-making. You will create strategic alliances to enhance the industry's profile and reputation, as well as providing relevant membership services to maintain and grow the membership base annually. You will be responsible for developing a calendar of events to support members and raise the profile of AVEA which will include an Annual Conference to showcase the Association.

1. In consultation with the Board, set the strategy to meet the mission, objectives and goals of AVEA
2. Leading the development of AVEA's short- and long-term strategy. Setting annual strategic goals to be agreed with the Board and ensure they are measurable and achievable.
3. Communicate on behalf of AVEA with stakeholders including the Board, government entities, Association members and the tourism industry.
4. Represent and be the voice of AVEA across the tourism industry and with government entities
5. Recommend the yearly budget for Board approval and prudently manage the Association's resources within those budget guidelines according to current laws and regulations in partnership with the Treasurer.
6. Assure that AVEA and its mission, programme and services are consistently presented in strong, positive images to relevant stakeholders
7. Oversee membership and sponsorship planning and implementation, including identifying resource requirements, researching membership/partnership sources, establishing strategies to approach sponsors, submitting proposals and administrating membership records and documentation
8. Manage and oversee the Association's revenue, effective budgetary planning and preparation, resource allocation and management in partnership with Treasurer.
9. Manage the governance of the Association including setting the agenda and preparing minutes and papers for Board Meetings.
10. Assess risks to the Association and ensure they are monitored and mitigated.
11. Maintain awareness of the global visitor experience and attractions' landscape, partnership opportunities, industry developments, etc.
12. Ensure that the Association maintains high social responsibility and ethics.
13. Oversee market research and the annual members' survey in partnership with an external research firm as well as implementing ad hoc surveys in-house.
14. Lead on development of an engaging social media strategy to grow followers, reach and engagement while fulfilling the Association's focus on advocacy and professional representation of the industry.
15. Oversee the website development including managing copy and content as required and liaise with website maintenance/design team.
16. Prepare Board reports on monitoring, reporting and reviewing the impact of all online media traffic.
17. Develop a professional events calendar and lead and organise physical and virtual events to include the Annual Conference, Quarterly Forums and other membership engagement events working in partnership with the Board and to agreed budgets.

18. Work with the appointed PR Agency to support the overall communication objectives of AVEA

#### Essential Criteria

- Demonstrable experience in the role of CEO or Senior Manager, ideally within the tourism, event or attractions industry.
- A track record of the highest level of governance and leadership in tourism or hospitality.
- Ability to engage with key stakeholders and work with a voluntary Board of Non-Executive Directors.
- A deep understanding of the tourism or visitor experience sector in Ireland or similar abroad.
- Demonstrable experience and expertise in advocacy, government affairs, public relations, and lobbying.
- Knowledge and understanding of the changing landscape of tourism and consumer technologies, specifically digital, SEO and an ability to support a digital agenda for AVEA.
- Excellent communication and interpersonal skills.
- Well-developed business writing skills.
- Strong leadership and engagement skills.
- Demonstrable experience of the understanding of effective budgetary planning, preparation and management, growing membership and sponsorship revenue, resource allocation and management.
- Demonstrable experience in business development to include building relationships, an understanding of the sponsor or members' needs, contracting, invoicing and ongoing engagement/nurturing.
- Self-driven, self-motivated with a strong ability to influence others.

#### Desirable Attributes

- Experience of social media management and engagement.
- A clear vision of how AVEA should manage communications, government and media interactions.
- Ability to develop, enhance and sustain positive working relationships.
- Proven capacity to operate at a strategic level along with strong planning and implementation skills.
- Ability to provide strong visible leadership that elicits positive commitment and a desire to ensure that AVEA is one of the most professional tourism representative bodies in Ireland.
- A self-reliant, self-motivated individual with the ability to provide thought-leadership on own initiative.

This job description is not intended to be an exhaustive list of duties and responsibilities and may be reviewed from time to time to reflect the needs of AVEA. The role may require some evening and weekend working.