



Will you have the vision for our industry?

**We are recruiting
a Chief Executive
to lead the sustainable growth of tourism
working with the local community**

Outer Hebrides Tourism represents Growing Tourism Sustainably

Outer Hebrides Tourism

Outer Hebrides Tourism (OHT) is the membership body for the tourism industry in the Outer Hebrides representing 400 independent businesses across all sectors of the community.

Tourism is a key sector for the Outer Hebrides accounting for over 10% of the total economy and accounting for the equivalent of over 1000 fulltime jobs. The uniqueness of the Outer Hebrides brings both challenges and benefits and the sector has been growing strongly in recent years.

A key focus going forward is the sustainable growth of the sector with the consultation and input of the local community. OHT leads the Tourism Outer Hebrides Leadership Group, implementing a 2030 strategic plan for Tourism with representatives of the local communities, Highland & Islands Enterprise, Comhairle Nan Eilean Siar and Visit Scotland.

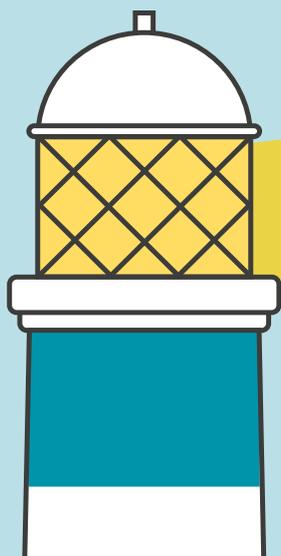
£74 Million Industry

250,000 Visitors

400 Independent Businesses

12 Unique Islands

1 Unmissable Opportunity



OUR VISION

We **INSPIRE** curious travellers everywhere to visit our Chain of Wild Atlantic Islands, **WELCOME** every one of them as a friend and our islands **FEED** their soul, like nowhere else they have ever been.

Role Overview

To continue the development of the tourism industry and manage it sustainably in full consultation with the local community, OHT is recruiting a Chief Executive who will lead the operations of OHT and deliver the 2030 OHT Strategy and Business Plan.

Reporting to the Board, the CEO is accountable for the planning and good governance of the operational aspects of OHT and will grow the reputation of the Outer Hebrides as a high-quality holiday destination.

OHT is run as a social enterprise and governed by a voluntary board. At present there are three employees.

Main Responsibilities

- Lead delivery and implementation of the 2030 OHT Strategy & Business Plan
- Operational responsibility for Outer Hebrides Tourism
- Engage and consult on tourism with local community stakeholders
- Support recovery from the Covid Pandemic
- Ensure future financial sustainability of the organisation through building subscriptions and securing funding for project work
- Deliver value to the industry Membership base
- Lead the Tourism Outer Hebrides (TOH) Leadership Group
- Develop and drive the OHT digital marketing assets and create new channels
- Deliver new marketing programs for OHT
- Work with OHT Programme Director to represent OHT with political stakeholders, statutory agencies and policy makers (at Regional & National level)
- Work with OHT Programme Director on The Islands Deal

Position

CEO - Outer Hebrides Tourism

Location

- Must live anywhere in the Outer Hebrides

Salary

- Salary range of £45-£50K pa
- Contribution to Pension Plan

Term

Although this is a permanent role, we would consider candidates on a long-term secondment basis (circa 2-3 years) as part of their development



**Making your
Voice heard**

Make a positive “ contribution to our islands

Outline of who we are looking for

- An excellent communicator and relationship-builder, with strong influencing skills, and the ability to present complex issues and arguments persuasively
- A confident, visionary leader who values respect, progress, openness, integrity and inclusion
- Strong planning and financial leadership skills, with experience of delivering high quality financial and operational management in a similar sized organisation and with a focus on continuous improvement
- The ability to analyse information, take decisions and exercise sound judgement
- The ability to publicly represent OHT with confidence and credibility as an ambassador for the tourism in the Outer Hebrides
- A leader who cascades clear goals and builds a culture of development
- Excellent people skills to work closely with the local community so that tourism works alongside the other aspects of Island life.

This role represents a unique opportunity to contribute to the ongoing transformation of a successful, ambitious and impactful Membership body at an exciting time of change. This will therefore suit a motivated and driven professional who is looking to make a real lasting positive impact on an organisation, sector and community.



**Supporting our retailers,
tradespeople and facilities.**

Our Mission

“ Tourism helps provide prosperity for all

Required skills and experience

- Experience of positive engagement with community representatives (both individual and formal/informal bodies). Ability to engage constructively, be persuasive, communicate clearly and empathise
- Credible and relevant experience in tourism sector
- Collaborative management style with focus on employee development
- Experience of working with wide variety of complex stakeholder representative bodies and members
- 3-5 years experience in Senior Management/Executive role
- Relevant marketing and digital engagement skills
- Track record of successful execution of strategic plan project management, delivering complex projects within budget, with the agreed outcomes
- Gaelic speaking desirable although optional

More Information

For more information, please contact the Chair, Ian Fordham, at ian@outerhebridestourism.org or Colin McNeill, Director at Outer Hebrides Tourism, at colin@outerhebridestourism.org

How to Apply

To apply, please send covering letter and CV to colin@outerhebridestourism.org

Applications close by Friday 19th November 2021.

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Giving our visitors a richer understanding of our island home.