

## **JOB DESCRIPTION & PERSON SPECIFICATION CHAIR OF STAFFORDSHIRE AND STOKE-ON-TRENT LOCAL VISITOR ECONOMY PARTNERSHIP BOARD**

### **POST: VOLUNTARY CHAIR OF THE STAFFORDSHIRE & STOKE-ON-TRENT LOCAL VISITOR ECONOMY PARTNERSHIP BOARD**

This is a great opportunity for an individual who is passionate about the Visitor Economy Sector and the success of Staffordshire & Stoke-on-Trent's accredited Local Visitor Economy Partnership (LVEP) for the region.

We are seeking the ideal candidate who has the vision and passion to lead forward the Local Visitor Economy Partnership, raise the profile and quality of our visitor product, deliver a green sustainable tourism offer and successfully position Staffordshire and Stoke-on-Trent as a great place to live, work, visit and enjoy through a rich and diverse cultural offer. The successful post holder will drive recovery of the sector for both the immediate and long-term our ideal candidate will have excellent leadership skills in business, or in government and sound knowledge of the private, public sector and / or the not-for-profit sector.

The ideal candidate will have the following qualifications;

- Extensive professional experience with significant leadership accomplishments in business, government and / or the not-for-profit sector
- A commitment and understanding of the Visitor Economy Sector and Staffordshire & Stoke-on-Trent's vision for growth and success.
- Previous experience and success as a Board member or Board Chair
- Excellent people skills coupled with a natural affinity for public speaking
- Savvy diplomatic skills and a natural ability to cultivate relationships, persuading, convening, facilitating and building consensus across a diverse range of stakeholders

Service to support the Staffordshire & Stoke-on-Trent LVEP Board is without remuneration, except for travel and expenses costs in relationship to Board members duties. The Chair of the LVEP and the Board will be supported by council officers who make up the LVEP core staffing team.

If interested, please complete the online submission –  
[www.enjoystaffordshire.com/LVEPreruitment](http://www.enjoystaffordshire.com/LVEPreruitment)

For an informal conversation about the role please contact Charlotte Cain – Visitor Economy Partnership Manager [charlotte.cain@staffordshire.gov.uk](mailto:charlotte.cain@staffordshire.gov.uk)

The deadline for applications is Friday 1<sup>st</sup> March 2024, decisions on applications will be made in consultation with Visit England's Regional Development Lead for the Northwest and West Midlands.

January 2024

**JOB DESCRIPTION & PERSON SPECIFICATION  
CHAIR OF STAFFORDSHIRE AND STOKE-ON-TRENT  
LOCAL VISITOR ECONOMY PARTNERSHIP BOARD**

**1. Post title**

Voluntary Chair of Staffordshire & Stoke-on-Trent Local Visitor Economy Partnership (LVEP) Board

**2. Contract status**

Fixed Term for 3 years

**3. Location**

Across all County and City Council Office locations and externally as required

**4. Salary or salary range:**

Expenses reimbursement at the discretion of the Board

**5. Job holder responsible to:**

The LVEP Board, Staffordshire and Stoke-on-Trent Leaders Board and VisitEngland

**6. Job purpose:**

The principal role of a Chair is to manage and to provide leadership to the Board of the LVEP. The Chair is accountable to the Board and acts as a direct liaison between the Board and the management of the LVEP and stakeholder local authorities committed to supporting the partnership - through the Visitor Economy Partnership Development Manager.

Any Chair should be independent from management and free from any interest and any business or other relationship which could interfere with the Chair's independent judgement.

**7. Main duties and responsibilities**

The proposed duties and responsibilities of a Chair are as follows:

**Strategic leadership**

- To act as a liaison between administrative officers and the Board

**JOB DESCRIPTION & PERSON SPECIFICATION  
CHAIR OF STAFFORDSHIRE AND STOKE-ON-TRENT  
LOCAL VISITOR ECONOMY PARTNERSHIP BOARD**

- To take on an ambassadorial role for the LVEP, the sector and be a voice for Staffordshire & Stoke-on-Trent working alongside VisitEngland and supporting the national reform and recovery of the Visitor Economy.
- To provide independent advice and counsel to the Visitor Economy Partnership Development Manager.
- Provide leadership to the LVEP Board, ensuring that this has maximum impact for its members and is integrated and is a known and reputable function across the county and city.
- Ensure that the Board members fulfil their duties and responsibilities for the effective governance of the LVEP.
- Ensure that the Board of members provide a clear strategic direction for Staffordshire & Stoke-on-Trent.
- Ensure that the Board is able to regularly review major risks and associated opportunities and satisfy itself that systems are in place to take advantage of opportunities, and manage and mitigate the risks.
- Ensure that the Board fulfils its duties to ensure sound financial health of the LVEP, with systems in place to ensure financial accountability.
- To keep abreast generally of the activities of the LVEP executive team and its management.
- To ensure that sufficient information is provided from the Board to enable the members to form appropriate judgements.
- In collaboration with the Visitor Economy Partnership Manager, to develop and set the agendas for meetings of the Board and related sub committees that support the function of the LVEP.
- To recommend an annual schedule of the date, time and location of Board and Committee meetings
- To review and approve minutes of Board meetings.

# **JOB DESCRIPTION & PERSON SPECIFICATION CHAIR OF STAFFORDSHIRE AND STOKE-ON-TRENT LOCAL VISITOR ECONOMY PARTNERSHIP BOARD**

## **Governance**

- Ensure that the governance arrangements are working in the most effective way to deliver a high performing LVEP for Staffordshire & Stoke-on-Trent.
- To sit on sub-committees of the Board where appropriate as determined by the Board.
- To call special meetings of the Board where appropriate.
- In concert with the Visitor Economy Partnership Development Manager, to determine the date, time and location of the Annual General Meeting and to develop the agenda for the meeting.
- To assess and make recommendations to the Board annually regarding the effectiveness of the Board as a whole, sub-committees of the Board and reviewing its membership.
- Develop the knowledge and capability of the Board members.
- Encourage positive change where appropriate address and resolve any conflicts within the Board members.
- Ensure that the Board is regularly refreshed and incorporates the right balance of skills, knowledge and experience needed to govern and lead the Staffordshire & Stoke-on-Trent LVEP effectively, and which also reflects the wider business community.

## **Efficiency and effectiveness**

- Chair meetings of the Board effectively and efficiently, bringing impartiality and objectivity to the decision-making process
- Ensure that Board is fully engaged and that decisions are taken in the best, long-term interests of the LVEP and that the Board takes collective ownership
- Foster, maintain and ensure that constructive relationships exist with and between the Board members and relationships are fostered with other local groups and committees that have a natural link to supporting the Visitor Economy.

## **JOB DESCRIPTION & PERSON SPECIFICATION CHAIR OF STAFFORDSHIRE AND STOKE-ON-TRENT LOCAL VISITOR ECONOMY PARTNERSHIP BOARD**

- Work closely with the Visitor Economy Partnership Development Manager to give direction to Board policy-making and to ensure that meetings are well planned, meaningful and reflect the responsibilities of the Board
- Monitor that decisions taken at meetings are implemented.

### **Relationship with the Visitor Economy Partnership Development Manager and the wider management team**

- Establish and build a strong, effective and a constructive working relationship with the Visitor Economy Partnership Development Manager, ensuring there are agreed strategic objectives
- Support the Visitor Economy Development Manager and their team, whilst respecting the boundaries which exist between the roles
- Ensure regular contact and develop and maintain an open and supportive relationship within which each can speak openly about concerns, worries and challenges
- Liaise with the Visitor Economy Partnership Development Manager to maintain an overview of LVEP affairs, providing support as necessary
- Ensure that the Visitor Economy Partnership Development Manager and operational team has the opportunity for professional development and has appropriate external professional support

### **Essential qualities and skills**

The following are considered essential qualities and skills for the Chair of the Board:

- Knowledge of the tourism and visitor economy sector
- Knowledge of operations of marketing and membership organisations
- Knowledge of the operation of a Not-for-Profit organisation
- Knowledge of public sector and national bodies such as VisitEngland/VisitBritain, and or DCMS
- Previously acted at Board level
- Commitment
- Strong leadership skills
- Good communication and interpersonal skills

## **JOB DESCRIPTION & PERSON SPECIFICATION CHAIR OF STAFFORDSHIRE AND STOKE-ON-TRENT LOCAL VISITOR ECONOMY PARTNERSHIP BOARD**

- Excellent presentation skills, representing Staffordshire & Stoke-on-Trent and the sector at Tourism and Place related conferences.
- Impartiality, fairness and the ability to respect confidences
- Ability to ensure decisions are taken and followed-up
- Tact and diplomacy
- Experience of reviewing, developing and implementing business strategies and policies
- Understanding of the strategic roles/responsibilities of non-executive members and the separation between executive and non-executive roles
- Demonstrable experience of organisational and people management
- Demonstrable experience of change management
- Impartiality and objectivity
- Be approachable
- To show interest in other viewpoints
- Demonstrable commercial acumen
- Ability to chair meetings in a way which encourages reasonable expression of views but deals with the business of the meeting promptly and clearly
- Ability to focus on strategic issues and drive the LVEP forward
- Performance management, financial control and planning
- Ability to be at ease with people of all types in both formal and informal social settings

**Please refer to the skills assessment matrix for both the Chair and Board member positions.**