



ROLE DESCRIPTION AND PERSON SPECIFICATION

Job title	Chief Executive
Reporting to	Chair of CMSL Board
Direct reports	Head of Technical Operations Commercial Manager Land Manager Health and Safety Manager Finance Manager HR Manager Head Chef
Location	Aviemore
Duration	Permanent

Cairngorm Mountain (Scotland) Ltd

Cairngorm is a place of outstanding natural beauty - a wild mountain environment that is home to many examples of rare flora and fauna in addition to the well-known snowsports centre and funicular railway.

In public ownership through Highlands and Islands Enterprise, Cairngorm estate has strong potential to grow and sustain its reputation as one of Scotland's most important tourist destinations, attracting thousands of visitors in all seasons of the year and playing a key role in the country's mountain resort sector.

Cairngorm Mountain (Scotland) Ltd was established as a wholly-owned subsidiary of HIE in 2018. CMSL is overseen by its own board and manages the range of offering that thousands of visitors enjoy each year, from ranger services to catering and retail, and all-abilities access to the mountain for sport and leisure in every season of the year.

Cairngorm Mountain – a mountain for all

The mountain is central to the identity of communities in Badenoch and Strathspey. It is both an environmental and economic asset for Scotland, an inspiring place and a unique Scottish attraction helping to drive the local economy. The objective of the new Cairngorm Mountain Masterplan is to optimise Cairngorm's potential in a sustainable way for the benefit of present and future generations.

Both HIE and CMSL are committed to respect, sustain, and enhance Cairngorm as a world-class mountain environment where nature thrives and people of all ages and abilities enjoy access to outdoor sport, recreation, and education opportunities in every season of the year.

The masterplan will act as a framework to inform future development plans and support delivery of a suite of strategies that include: stabilising the resort business with a sustainable, all-year operating model; providing an excellent visitor experience; establishing a new Scottish centre for the mountain environment, mountain biking, and ecology and habitat restoration.

Our Vision

We will respect, sustain, and enhance Cairngorm as a world-class mountain environment where nature thrives and people of all ages and abilities enjoy access to outdoor sport, recreation, and education opportunities in every season of the year.

Key Responsibilities

Strategic management

- Establish high quality business strategies and plans and the supporting culture and values of the business whilst understanding the role of the business in supporting the local economy, and wider tourism and snowsport sector.
- Build trusting relationships with key partners and stakeholders in a regional and national context, in particular the community around Badenoch and Strathspey and those active in outdoor sports and the tourism and hospitality sector.
- Long term planning for the success of the business whilst balancing short term priorities.
- Fulfil the strategic obligations to Highlands and Islands Enterprise in relation to the Masterplan and Operating Agreement.

Performance management

- Leadership – lead by example and motivate others to drive the business with excellent leadership qualities, where creativity is encouraged, and staff clearly understand the direction of the organisation.
- Performance – implement a practical application across the business, driving revenue, moving the business towards sustainability whilst maximising the business's contribution to the local economy.
- People – develop a high performing management team.
- Finance – make high quality investment decisions; analysis of financial information to ensure commercial and operational efficiency.
- Marketing – develop and implement strategic and practical marketing plans to drive the business forward.
- Environment – ensure leadership for the Mountain and the wider regional economy to meet the net zero aspirations.

Operational management

- Business – effective and efficient management of the business operations on a day-to-day basis.
- Communication – ensure exceptional written/spoken communication; and be an exemplar in dealing with the press and media and public relations.
- Governance – contribute to the review and implementation of an evolving operating and governance model, working with the parent company and ensure timely reporting requirements to Highlands and Islands Enterprise and the CMSL Board.
- Health and Safety – understand and implement all Health and Safety obligations, policies, and best practice in all areas.
- Visitor Attraction and Products – understand commercial practice and application, ensuring excellent visitor experience.
- HR – oversee the management of staff; encourage employee engagement; adopt effective recruitment and selection; understand employment legislation and company policies
- Risk Management – undertake risk assessments and use this tool where necessary to create opportunities with clear mitigation measures.
- Advice / Guidance – give advice and guidance and be receptive to receiving advice and guidance; and demonstrate effective listening.

Outcomes

- Evolve into a sustainable business contributing to the wider economy
- Masterplan delivery including leverage of new opportunities and external finance.
- Actively contribute to the work of the outdoor sports and tourism sectors by engaging with lead bodies and influencing the development of strategic areas of importance for the sectors.
- Work effectively with industry groups
- Work with partners to evolve the policies and procedures in place for the effective economic, social, and environmental management of Cairngorm Mountain.

Salary and benefits

The salary range for the post is £85,000.

This post comes with a competitive benefits package including contributory staff pension arrangements, generous annual and special leave entitlements, flexible working, and a variety of staff benefits, e.g., complementary family ski day passes, retail and catering subsidies and other staff discounts.

A relocation package of up to 10% of starting salary may be offered to the successful candidate, dependent on circumstances.

Person Specification

Essential Criteria

- Proven hands-on management and leadership experience at senior level, with strong customer focus and the highest standards of professional excellence
- Significant experience of working with a board, building confidence in the work of the organisation
- Strategic and operational planning skills, with the ability to prioritise work and objectives by using resources effectively and efficiently
- Track record of success in developing and delivering creative and innovative approaches to complex challenges
- Significant experience of leading, motivating and managing a delivery focussed team
- Commercial understanding to make high quality investment decisions
- Experience of ensuring the organisation complies with legal, corporate governance and business ethics
- Experience in managing effective media relations
- Qualification at degree level or demonstrable equivalent work experience

Desirable Criteria

- Politically astute, with the resilience and ability to operate under high levels of scrutiny
- Experience of working in/with innovative businesses in tourism and leisure sectors
- Proven effectiveness in influencing senior leadership colleagues across the private and public sectors
- Excellent knowledge of economics, economic development, and place-making
- Knowledge of the markets and industry trends relevant to CMSL

Personal Attributes

- High degree of personal and professional integrity
- Strong personal motivation and resilience
- Excellent situational leadership skills coupled with good judgement
- Excellent practical problem- solving skills and creativity
- Engaging communicator