

Waverley Excursions Ltd.**Job Description & Person Specification: Chief Executive**

Paddle Steamer Waverley is Britain's premier active maritime attraction. She sails from 80 ports around the UK taking 80,000 passengers each year on Great Days Out! The ship has been restored and is maintained in its original heritage style. Waverley has a 4* Visitor Attraction award, was nominated a Top 3 Nostalgic Journey by the Sunday Times, and has been named Glasgow's favourite tourist attraction!

We are looking for a dynamic Chief Executive to build on Paddle Steamer Waverley's success and reputation, providing strategic vision and working closely with the Board to deliver on organisational objectives. With a particular focus on engaging external supporters, our new Chief Executive will develop our existing relationships and identify new opportunities for income generation to support the continued delivery of great days out aboard Waverley. Through the executive team, you will take overall responsibility for managing the activities of the company and ensure we build a sustainable future for the operation of Waverley.

The successful candidate will have a demonstrable track record of income generation, organisational leadership, strategy execution and maximising development opportunities. He or she will also have strong relationship and communication skills, which can adapt to our diverse range of stakeholders, coupled with the ability to lead a passionate and committed team.

The position is based in Glasgow, however regular attendance on board Waverley will be required throughout the UK.

Waverley Excursions Ltd.
Job Description & Person Specification: Chief Executive

Role:

To lead a small team in delivery of day excursions aboard Paddle Steamer Waverley which give people the opportunity to see her in operation. To plan timetable and market ship in order to maximise revenue from Day Visits, Catering and Retail Outlets. To oversee and lead the company's commercial operations and handle daily business issues. To ensure that the ship is operated in compliance with legislation. Ensure provision of excellent customer service. To obtain funding to support the continued operation of Paddle Steamer Waverley.

Purpose of the job:

- Work with the Chairman and the Board to formulate and regularly review the company's business plan and budget; ensure that annual plans and targets are monitored.
- Work with the Chairman to ensure that the Board receives appropriate advice and information on all relevant matters and enable it to fulfill its governance responsibilities.
- Work with the Chairman to maintain the appropriate corporate culture that ensures that the team knows the company's objectives and will strive to achieve them in line with corporate values.
- Be responsible for staff leadership, management and administration of the company in the execution of the Board's policies.
- Work with the Board and parent company to enhance the company's reputation and profile.

Principal tasks

1. Working with the Board:

- Ensure appropriate presentation and reporting to the Board on the progress of the company and on all matters relevant to the discharge of its responsibilities.
- As agreed with the Chairman, develop policy proposals for Board discussion and decision.
- Support the Chairman in ensuring the continued engagement/involvement of all members of the Board.
- Ensure an annual calendar of meetings of the Board is in place.

2. Leading and managing the company:

- Work with the Board to define strategies to implement and further develop the business plan;
- Lead implementation of the Business Plan, including reviewing progress against the plan and set appropriate targets.
- Have primary responsibility for revenue generation and the trading

Waverley Excursions Ltd.

Job Description & Person Specification: Chief Executive

strength and performance of the Company.

- Have responsibility for day-to-day financial management of the company, ensuring that expenditure is controlled in line with budgets as approved by the Board and that potential risks are identified and managed.
- Define the resources (human, material and financial) needed to operate effectively and, in conjunction with the parent company ensure appropriate fundraising is in place to support them.
- Be the principle point of contact with any third parties appointed to undertake the operational management of the company's vessels.
- Work with the Senior Management Team to coordinate the company's human resources strategy including staff and salary structures, benefits, policies and procedures. To ensure that effective staff recruitment and retention strategies are implemented throughout the organisation, including training and development, appraisal, and internal communications policies. Take lead responsibility for staff well-being within the company.
- Ensure the company discharges its constitutional and legal obligations and operates in compliance with the ISM Code and the company's Safety Management System, including ensuring through communication and access to documentation, that all shore based personnel are conversant with their individual responsibilities for operational safety and, where applicable, environmental protection.
- Lead the Risk Management reviews.

3. Promotion of the organization:

- In conjunction with the parent company, maintain effective networks with designated principle supporters and stakeholders
- Seek opportunities to expand and promote the role of the company.
- Ensure the company is presented in an appropriate and professional manner to its stakeholders.
- Take ownership of and implement the company's Engagement Strategy

4. Compliance with ISM Code:

Assume responsibility for the implementation of the ISM code and the company's Safety Management System while working with the company specialists.

Ensure that all office personnel are made aware, upon joining the company, of the statutory regulations, codes and standards which are applicable to them at their work place. Make them aware of any essential requirements of the ISM Code, which have been particularly identified for compliance ashore and any which may apply to them as individuals.

Assume the following specific responsibilities in connection with the ISM Code:

Waverley Excursions Ltd.

Job Description & Person Specification: Chief Executive

- Control of pre-booked passenger numbers
- Custody of personnel records which will include qualification documents, medical certificates and behavioural records
- Filing of Log Book data and preparation of any required reports.

Act as Chairman or deputy chairman of the Emergency Response Team

In the event of an emergency arising, the Chief Executive is responsible for:

- Liaising with the Coastguard in their implementation of the Search and Rescue Plan (SAR) including providing a list of crew.
- Liaising with the Operations and Safety Directors.
- In conjunction with the Operations Director liaising with the salvage and towage companies, port authorities, ship repairers, etc.
- In conjunction with the Chairman managing all external contact with the public and media.
- Advising and liaising with underwriters and P & I clubs.
- Providing all information which the other Directors may require.
- Mobilising telephone operators.
- After official notification arranging for a personal visit to next of kin in the event of fatalities and/or serious injuries.

5. Revenue Generation:

- Planning of the ship's timetable to ensure net profitable revenue is maximised
- Work with the Marketing Manager to develop and plan a Marketing strategy to support the timetable to maximise contribution from fares and onboard services.
- Take ownership of the company's pricing policy, ensuring that prices are maximised while taking into account local competition and economics.
- Prepare the commercial budget on an annual basis.

6. Reporting:

- Analyse, interpret and report operational results to Board.

7. General Management:

- To be the first point of contact for ship's Master.
- Develop sponsorship opportunities for Waverley
- To become conversant with all Commercial activities
- Support the Executive team when required in undertaking their daily roles

Waverley Excursions Ltd.
Job Description & Person Specification: Chief Executive

The above list of duties is indicative only and not exhaustive. The Chief Executive is expected to carry out all such additional duties as are required to ensure the safe and successful operation of the ship.

Waverley Excursions Ltd.
Job Description & Person Specification: Chief Executive

Person Specification

Educational:

- Educated to a high standard.

Occupational:

- Experience in a visitor attraction environment
- Financial skills
- Strong management skills.
- Excellent negotiating skills.
- Ability to deal and communicate with people at all levels.
- Ability to provide direction, supervision, organisation, coordination etc.
- Ability to develop sales and marketing plans to improve profits
- Ability to work to tight budgets and cash flow

Skills & Competencies:

- Strong prioritisation skills and ability to manage own workload
- Good planning skills
- Problem solving skills
- Ability to work flexibly
- Ability to process and interpret complex information
- Team player
- Excellent communication skills, able to write in an engaging manner to suit a variety of audiences
- Experience of working in a busy environment

Personal Attributes:

- Personable
- Committed
- Innovative
- Highly motivated
- Confident
- Proactive
- Energetic
- Common sense
- Able to work under pressure
- Able to work on own initiative
- Good interpersonal skills