

# CHIEF EXECUTIVE SOMERSET CHAMBER OF COMMERCE

## SECTION 1 - JOB DESCRIPTION

The Chief Executive is accountable to the Somerset Chamber Board of Directors and is accountable for overall business success. Whilst the Board ultimately sets the strategic vision and direction for the Chamber, this is decided under advisement from the Chief Executive based on the post-holder's experience, recommendations, feedback from strategic partners and members and personal viewpoint on current issues. The Chief Executive is therefore responsible for the overall strategic delivery of the rolling 3-year business plan, policy setting, governance and accountability for Chamber activities.

The post-holder is responsible for effective leadership of the Chamber staff team, ensuring appropriate delegation and autonomy to senior managers for the operational day to day running of their teams and business functions, including devolved budget decisions and people management where appropriate.

The Board aims for

- an annual membership of 750 members (currently circa 600),
- retention level exceeding 85% and steadily improve member satisfaction levels
- increase revenue streams by at least 10%
- strengthen strategic alliances with Patrons, Affiliate Chambers and the wider Somerset business community

This role is core to achieving these ambitions. Key role expectations:

- Serve and represent the interests of members by proactively creating strategic links and building alliances to forge partnership opportunities, which support the Chamber values of 'connect, influence and grow' and identify opportunities for Somerset businesses and members to prosper.
- React appropriately to proactive and/or opportunistic projects, ensuring the best interests of the Chamber and members when decision making. Ensure project goals are designed to be sustainable and profitable, creating opportunities for new income streams where relevant.
- Keep abreast of local, regional and national trends and key issues affecting Somerset business and actively advocate or lobby on behalf of members. Work with the elected representatives (councillors, MPs) on key issues which affect the local, regional and national business agendas.
- Represent the Chamber locally, regionally and nationally to raise its profile as required. Ensure the Chamber's position on key policy issues is defined and published and the CEO is seen as the 'go to' source for media comment.
- Ensure that the Chamber continues to meet the BCC accreditation standards (especially with regard to financial integrity, governance, and member retention/satisfaction). Complete the annual BCC Benchmarking survey and participate in the BCC Quarterly Economic Survey (including writing a regional comment). Actively engage with the BCC and its management team on relevant policy development.
- Positively manage and effectively coordinate several key relationships, for example Patrons, Affiliate Chambers, British Chamber, Members and key strategic stakeholders and partnerships.
- Lead on media and public relations across a broad range of mediums. Responsible for directing all external communications and maintaining high quality standards of correspondence, publications, and press releases etc and is viewed as the 'go to' source for media comment.

- Lead on the development of the Chamber Communication and Marketing Plan and maximise opportunities to proactively and positively increase the Chamber's profile.
- Regularly attend internal or external events and confidently engage in public speaking and presentations at appropriate meetings, seminars, conferences, business and award dinners and business breakfasts. Actively network and ensure visibility with those present.
- Provide transparent updates to the Chair and the Board of Non-Executive Directors. Prepare for meetings of the Board, issuing agenda, minutes and papers in a timely manner. Work proactively with Board members, bringing issues and updates to forefront of attention, provide recommendations, engage in healthy debate and demonstrate passion for the Chamber's best interest.
- Implement the agreed rolling 3-year business plan. Clearly communicate vision and mission statement, demonstrate strategic thinking and ability to translate into achievable, meaningful operational plans and targets.
- Responsible for financial accounting including preparation of management accounts, forecasts, debtors' management and annual budget setting. Control and monitor expenditure and oversee devolved budgets where applicable.
- Demonstrate business acumen with regards to financial detail, decision making and business planning.
- Negotiate supplier and contractor contracts to ensure 'best deal' and effectively manage contractual relationships.
- Provide leadership, direction, collaboration and motivation to direct reports within the senior management team. Clearly communicate vision, strategy and operational goals and adopt a management approach which positively facilitates autonomy, buy in and understanding. Accountable for recruitment, deployment, personal development and overall performance management of team members.
- Ensure Chamber policy, as established by the Board, is properly recorded. Assist the Board, members and the staff in interpretation and application of policy. Accountable for quality assurance to ensure efficient, cost effective, legal, contractual obligations etc are met.

## SECTION 2 - CORE COMPETENCES & PERSON SPECIFICATION

This high-profile role requires a strong mix of leadership, management, relationship building and advanced inter-personal skills. Candidates will have a successful track record in senior management and building effective working relationships, coupled with inspiring leadership qualities to motivate our small team and many working partners. You are likely to be well regarded in your field of knowledge and expertise, generating respect and credibility with ease. You will implement the strategic objectives set by our all-member Board of Directors and must be creative and resourceful enough to ensure we continue to offer a compelling range of useful services and benefits.

### Customer focus

- Adopt a highly customer focused approach with members, partners, affiliates and other stakeholders. Demonstrable track record of success in a demanding 'customer-facing' role.
- Understand and appreciate the diverse membership makeup and demonstrate ability to provide meaningful services and benefits which cater for the needs of sole traders and SME's as well as larger organisations.

## Relationships

- Lead by example, inspire all team members, support personal and team growth, with the ability to act as coach and mentor when needed.
- Resolve problems or concerns in a way which does not remove accountability and action from individuals, but which defends and protects the team, discourages a 'blame culture' and supports individual learning.
- A natural team player and knowledge-sharer who shares and applies best practice for the benefit of the business
- Works positively and proactively with Board members and key stakeholders, inspires confidence and strength of leadership via demonstrating strong strategic ability and harmonious, influential working relationships.

## Time Management

- Ability to plan and organise a variety of meetings, activities, appointments, travel and expenses etc to achieve value for money, minimise running costs and allocate time carefully in the context of the business plan objectives.

## Financial acumen

- Expert budget manager, including debt collection, cost monitoring and financial reporting. Ability to identify viable income opportunities and maximise Chamber growth. Ability to understand and report on the financial details and demonstrate confidence with accounts.

## Communication

- Excellent oral and written communication and experience with Microsoft Office packages. Able to lead on the preparation of communications, presentations, reports and other publications.
- Ability to translate vision and strategy into clearly understood and achievable and inclusive operational plans.
- Positive influencer, negotiator and persuader. Ability to have healthy debate and challenge views without appearing defensive or arrogant
- Ability to be decisive when needed and not be afraid to make difficult or unpopular decisions for the greater good of the Chamber.
- Ability to seek views of others and actively listen to ensure informed choices are made and colleagues or key partners feel involved.
- Confident, inspiring and convincing public speaker and presenter.
- Confident and competent with press engagement and general media relations.

## Experience

- A strong track record in senior management and experienced team leader (at least 5 years)
- Strong track record of success in business and demonstrable experience of successfully managing complex projects, developing high performance teams and successfully juggling competing priorities.

## Personal Traits

- Highly self-motivated and takes personal responsibility and accountability for managing the workload
- Adopts a 'can do' attitude to address challenges and opportunities, with a mindset to focus on solutions.
- Confident, but not arrogant, and not afraid to challenge the 'status quo' when advocating for Somerset or member's best interest.
- Strong interpersonal skills with ability to gain respect, trust, likeability and credibility with ease
- Speaks about their work and life interests with a passion which entuses and inspires others
- Flexibility essential as often working outside regular office hours (i.e. evening meetings), and ability to travel across the county and beyond. Some overnight stays required.

## Other Information

- Full UK driving licence (ideally clean) and own vehicle is essential
- A degree equivalent qualification in a relevant business or management field would be advantageous
- Local knowledge of Somerset and understanding of issues affecting rural business communities is desirable

## Core Terms & Conditions

Salary	£60,000 - £70,000
Annual Leave	27 days plus public holidays, rising to 30 days following 3-years' service plus public holidays
Notice	3 Months either side
Probation Period	6 Months. During probation 1 weeks' notice will apply.
Pension Scheme	People's Pension (employee contribution 2% of total salary, employer contribution 3% of total salary)
Sick Pay	Following confirmation in post, private medical insurance and occupational sick pay will be at the discretion of the Board.