



## Chief Executive, Royal Zoological Society of Scotland

The Royal Zoological Society of Scotland is committed to a culture that marries conservation and commercial success, providing a world class visitor experience with high standards and excellent service, supporting the achievement of the Society's mission and aims.

### Role description

The Chief Executive is responsible for leading the senior management team in the development and management of the Society as a commercially sustainable organisation in pursuit of its charitable aims and objectives.

The Chief Executive reports to the Board of the Society through the Chair of the Board.

### Person specification

The Chief Executive must be an experienced and successful business manager, an excellent communicator, a strong leader with sound financial skills and the ability to inspire and motivate staff and manage stakeholders. They will require strong commercial skills and be required to have displayed commercial judgement in previous roles. A background of working in a zoological, wildlife or relevant animal environment would be an advantage as would experience in a customer focused organisation. The Chief Executive must be capable of championing the Society's excellent commercial and charitable aims both within the organisation and in the wider business, conservation and political communities. They should have significant experience at senior management level where they have a proven track record of leading an organisation.

The Chief Executive will demonstrate:

**Leadership** - the ability to provide strong and authentic leadership in a setting where they have had responsibility for significant budgets and staff numbers and have contributed at the most senior level to the management of a business.

**Strategy/Performance** - the ability to define the strategy and monitor/evaluate the performance of an organisation, enabling successful delivery of its products and/or services.

**Business and Financial acumen** – the ability to manage a successful business, identify and exploit appropriate markets, build and maintain market share and manage budgets in excess of £10 million.

**Organisational Change** - the ability to lead significant organisational change, to embed values and culture appropriate to an organisation with over 100 years' heritage and with stewardship responsibility to ensure successful sustainability.

**Constructive challenge/Influencing** - the ability to challenge constructively and influence decision-making within a board or team setting.

**Stakeholder management** – the ability to build relationships with and influence a wide range of stakeholders, from members of the Society to Scottish and UK governments.

**Communication** – The ability to communicate effectively with a range of audiences, with experience of acting in an ambassadorial role.

**Conservation**– dedication to and empathy with the conservation mission and aims of the Society.

**Risk** – the ability to effectively assess and analyse risks that could adversely impact on the Society either internally or externally and to develop appropriate controls and monitoring procedures to remove or substantially mitigate significant risks.

### **Responsibilities**

#### **Key activity 1**

Provide vision, leadership, direction, inspiration and motivation for the management, staff and volunteers of the Society. Build and maintain a positive working environment for all and lead the delivery of the Society's people strategy.

#### **Key activity 2**

Ensure that the Society is run in accordance with relevant legislative requirements and good practice, and within its Constitution, applying appropriate levels of corporate governance. Guide and assist the Board and its Committees to ensure that the activities of the Society and issues affecting the Society are recognised and managed effectively.

#### **Key activity 3**

Recommend appropriate strategic plans and policies for the future development of the Society to the Board, and implement, monitor and report on them when approved. Implement the Society's annual business plan, achieving its agreed objectives.

#### **Key activity 4**

Run the Society in a professional manner. Effectively steward its financial operations, optimising financial performance within the context of the Society's mission and aims and ensuring that matters relating to the Society's financial and business planning, financial controls, auditing, pension scheme and legal and professional advice are properly carried out. Consider and take appropriate cost-effective opportunities to minimise the impact of its operations on the environment.

#### **Key activity 5**

Develop, maintain and promote constructive working relationships and effective communications with internal and external stakeholders, in particular the Society's members. Promote a strong and coherent identity for the Society through effective branding and marketing of the Society's public image aligned to the Society's vision and values and complementary internal procedures. Promote the interests of the Society throughout Scotland, the UK and worldwide.

#### **Key activity 6**

Create and nurture a successful, dynamic fundraising climate in the Society as a critical component in successfully building up revenue.

#### **Key activity 7**

Further the interests of zoos and conservation through promotion of relevant conservation, education and research activities, including participation in relevant national and international bodies.