

Role Profile

Job title:	Chief Executive Officer
Reports to:	Board of Trustees through Chair of the Board
Date prepared:	13/07/18

PURPOSE

To lead in the development and communication of the strategic direction of RZSS, and through leadership of the senior management team ensure the effective delivery of RZSS's charitable objectives as a conservation focused organisation - ensuring it is commercially sound and successful, and provides a positive working environment for all staff and volunteers.

SCOPE

Reporting to the board, the CEO has primary responsibility for RZSS as its Chief Executive Officer and is responsible for the strategic direction of RZSS. The CEO is accountable for the financial performance of RZSS and the operation of its two Wildlife Parks at Edinburgh Zoo and Highland Wildlife Park.

- Staffing - circa 250 – increasing to 300 PLUS staff peak season
 - Direct Reports - 8
 - Budget responsibility - circa £15 million
 - Income Generation - circa £15 million
 - Fundraising Campaign - £25million campaign over 5 years
 - Board Chairman and x 14 Trustees
 - Committees (Nomination and Remuneration, Audit and Risk, Business Advisory, Animal Welfare and Ethics)
 - Stakeholders / Lead Agencies: Scottish Government, SNH, SWT, RSPB, IUCN, WAZA, EAZA, BIAZA
 - 27,000 Society members
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RESPONSIBILITIES

- Provide vision, leadership, direction, inspiration and motivation for the management, employees, volunteers of the Society and the broader stakeholder community (donors, governments, members, partner organisations).
- Lead the senior management team in creating a high performing organisational culture that maximises the contribution of staff both as individuals and teams, so that RZSS can continue to deliver maximum contribution to its charitable objectives.
- To be the public (and private) face of RZSS in dealing with media, Ministers, NGO's and key internal and external stakeholders. Promoting the interests of the Society throughout Scotland, the UK and worldwide.
- Recommend appropriate strategic/business plans and policies for the future development of the Society to the Board, and implement, monitor and report on them when approved.
- Ensure that the Society is run in accordance with relevant legislative requirements and good practice, and within its Constitution, applying appropriate levels of risk management and corporate governance.
- Guide and assist the Board and Committees to ensure the activities of the Society and issues affecting the Society are recognised and managed effectively.

- As Accountable Officer, responsible for effectively stewarding the Society's financial operations, optimising financial performance within the context of the 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 and minimise the impact of its operations on the environment.
- Create and nurture a successful, dynamic fundraising climate in the Society as a critical component in successfully building up revenue.
- 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.
- Further the interests of zoos and conservation through promotion of relevant conservation, education and research activities, including participation in relevant national and international bodies.
- To ensure compliance with RZSS's policies, procedures and guidelines, together with all relevant regulatory and statutory requirements.
- Engage with the Society's appraisal system, and demonstrate commitment to our values, behaviours and your continuous development.

KNOWLEDGE, SKILLS AND EXPERIENCE

	Essential	Desirable
KNOWLEDGE		
Degree or equivalent level of education or experience.	√	
Relevant leadership qualification.		√
Membership of Institute of Directors.		√
SKILLS		
Ability to define the strategy and monitor/evaluate the performance of an organisation.	√	
Good understanding of business and financial operations.	√	
Ability to effectively assess and analyse risks.	√	
Excellent understanding of Microsoft Office (Outlook, Word, Excel, PowerPoint).	√	
Excellent networking and relationship building skills.	√	
Good understanding of conservation issues.	√	
EXPERIENCE		
Significant experience of operating at senior management level with proven track record of effective and emphatic leadership.	√	
Proven track record of leading an organisation undergoing significant change.	√	
Demonstrable leadership skills with ability to inspire and motivate.	√	
Proven success in leading internal strategy and governance process.	√	
Experienced successful business manager with demonstrable commercial judgement.	√	
Significant financial management experience.	√	
Demonstrable stakeholder management skills.	√	
Previous experience of working in a zoological, wildlife conservation or relevant animal visitor experience/attraction.		√

PLANNING & ORGANISING

- Reporting to the Board of Trustees, the CEO must plan and organise efficiently and effectively and in a timely manner to meet the annual reporting timetable of AGM, Budgets, Board Meetings and Committee Meetings.
- The CEO works strategically to ensure the delivery of the 5-year Strategic Plan.
- Long term strategic planning and business planning with the ability to adapt to short and medium-term challenges, opportunities and solutions.
- Ability to respond to threats and challenges on an ad hoc basis whilst providing a strategic response.

COMMUNICATION & RELATIONSHIPS

The CEO must have excellent negotiation, communication, people management and stakeholder skills in order to inspire and motivate staff and volunteers and to positively engage with and influence RZSS members and the broader stakeholder community including donors, partner organisations and local, national and international governments.

Leads, motivates and inspires the Leadership Team of RZSS. Proactively and constructively challenges the Board of Trustees and Leadership Team to maximise efficiency and effectiveness of RZSS's activities to meet its charitable objectives.

The CEO must be able to act as an ambassador for RZSS, role modelling and demonstrating the Society's core values to grow and enhance the society's reputation, communicating at the highest level and positively negotiating, influencing and advising the following external contacts:

- HRH Princess Royal, Patron of RZSS,
- President, Chairman, Board of Trustees
- Members
- Volunteers
- Senior Management Team
- Government – UK, Devolved Scottish and Local
- NGO's such as IUCN, BIAZA, EAZA, WAZA, Visit Scotland, ETAG, ALVA
- Academic Institutions
- research partners
- media and broader stakeholders
- Chinese colleagues, CWCA, CCRCGP
- CEOs of 6 x largest wildlife Charities in UK

A variety of communication methods are used including a full network of internal and external communications. The main internal contacts are:

- All staff (on a daily basis if required).
- Formal All Staff Briefings 3 x per annum.
- ECB x 6 per annum to provide information and receive advise if required.
- Health & Safety Committee – minimum once per annum.
- Leadership Team x weekly to provide support and direction and resolve problems.
- Chairman on a monthly basis to provide updates on performance and receive advice if required.
- Board of Trustees x 8 per annum to provide information and receive advise if required.
- Audit and Risk x 4 per annum to provide information and receive advise if required.
- Nominations & Remuneration Committee x 3 per annum to provide information and receive advise if required.
- AWEC x 4 per annum to provide information and receive advise if required.

Chief Executive Officer

Our Values are:

Ethical and Sustainable, Innovative, Collaborative, Evidence-based, Ambitious and Respectful

- BAC x 4 per annum to provide information and receive advise if required.

PROBLEM SOLVING & DECISION MAKING

Reporting to The Board of Trustees through the Chair of the Board, the CEO is responsible as leader of the Senior Management Team for the development and delivery of RZSS's charitable objectives as a conservation focused organisation which must be commercially sound and successful.

The CEO is self-directed as informed by strategies and plans as agreed by the Board. Corporate governance guidelines define what issues have to be referred to the Board, otherwise the post-holder operates in considerable autonomy. Annual KPI's are agreed with and performance is assessed by the Chair of the Board of Trustees.

BEHAVIOURAL COMPETENCIES

Competency	Level	Essential	Desirable
Planning & Organising	Plan and lead people across RZSS towards our goals	√	
Finding Solutions	Provide strategic solutions to RZSS' critical or complex challenges	√	
Delivering Services & Experience	Drive excellence across RZSS	√	
Understanding Others	Interpret the national or international environment	√	
Team Working	Create a culture of collaboration team working across RZSS	√	
Developing Talent	Develop capability across RZSS	√	
Communicating	Consult and communicate widely to establish a strong network of RZSS stakeholders and colleagues	√	
Projecting Confidence	Act as an ambassador for RZSS and build a climate of confidence across RZSS	√	
Influencing	Use high level influencing relationships for the wider success of RZSS	√	
Embracing Change	Lead sustainable improvements across RZSS	√	
Gathering Information	Gather information to understand the national or global context	√	
Thinking Big Picture	Create strategies which extend across RZSS and the wider community	√	

OTHER INFORMATION

I have discussed and agreed this updated role profile with my manager	
Name:	
Signature:	
Date:	

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