



Visit Exmoor

### NON-EXECUTIVE BOARD MEMBER

Visit Exmoor is the tourism organisation for Exmoor, with a clear mission to promote Exmoor as a visitor destination to the benefit of our members and our geographical area. In addition we provide business support services to members and also deliver service based contracts for our local authorities and partners. Visit Exmoor have recently become an incorporated Community Interest Company. **This is a fantastic opportunity to join a professional, friendly and growing organisation.**

#### **Non-Executive Board Member – Voluntary Role with allowance**

The required time commitment will, depending on the individual and on the degree to which he/she shares the representational element with other Non-Executive Board members and Contractors.

- Taking into account of the need to attend five Committee meetings a year, AGM and potentially eight sub-committee meetings, attending occasional conferences, and In addition time is likely to be taken up in thought, discussion with members, volunteers and contractors and telephone consultation is likely to require approximately **6 days a year**.
- This is a voluntary role.
- Reasonable Expenses will be paid subject to pre-approval from the Treasurer.
- It is expected that the Non-Executive Board Member will have their own phone, laptop or computer.

#### **A Non-Executive Board Member should be able to demonstrate:**

- Ability to bring personal knowledge and experience to bear on Visit Exmoor's activities, providing a support service to the Chairperson and Executive Committee.
- Intellectual capacity to grasp issues outside personal experience and to take a strategic view.
- A passion for Exmoor and its development for the future, as a tourism destination of choice and economically.
- Capacity to command respect and represent Visit Exmoor, and willing to develop a clear understanding of both the commercial and local authority agendas.
- Willingness to be involved in Sub-Groups and to speak up and challenge / question as appropriate, ensuring a level of healthy debate amongst the board.
- Willingness to be involved in developing projects.
- Ensure the organisation complies with its governing document and applies resources in pursuant of its vision and mission.
- Ensuring the organisation defines its goals and evaluates performance against agreed targets.
- Safeguarding the good name of the organisation.
- Keeping abreast of wider policies and issues that may affect the organisations work.
- Ensuring that stability of the organisation.
- No undisclosed conflict of interest. Absence of current active association with any organisation or link with any interest which could conflict with Visit Exmoor's activities.
- Working to Visit Exmoor's stated strategy and vision and adhering to Visit Exmoor's process, policies and guidance.

**Personal qualities will include:**

- Good team player, prepared to speak up, challenge and be challenged but willing to reach consensus in sometimes difficult discussions
- Understanding of and commitment to Visit Exmoor, its purpose, work and the unique features and challenges of business within in this rural location
- A passion for Exmoor and its development for the future as a tourism destination of choice and economically.
- A commitment and belief in Visit Exmoors ethical and equitable, inclusive values.
- Possession of relevant network of contacts and capacity to make new links for the organisation.
- Objectivity, fairness, independence of mind, integrity, wisdom, discretion and good diplomatic skills.
- Strategic vision and balanced with the ability to focus on practical issues.
- The necessary time to be an effective member of the Visit Exmoor Board and ambassador for Visit Exmoor
- Good team player.

Currently, based on the make-up of the current board, experience in one of more of the following areas would also be a strength:

- Experience of running a tourism-related business (hospitality, accommodation, attraction, experience and retail).
- CIC board governance experience.
- Legal knowledge
- Marketing, promotions and PR
- Accessibility in Visitor Economy Business.
- Experience of driving inclusivity and equality programmes.

**Inclusivity Statement:**

Visit Exmoor celebrates diversity. We treat everyone equally and our consideration of any board member, employee or contractor applications are based solely on a person's merit and qualifications directly related to professional competence. Visit Exmoor does not discriminate against any board member, employee, contractor or applicant because of race, nationality, colour, religion, gender, sexual orientation, gender identity/expression, national origin, disability, age, genetic information, marital status, pregnancy or related condition (including breastfeeding) or political beliefs. We place an obligation upon all board members, employees and contractors to respect and act in accordance with the policy.

We will be accepting applications until Friday 21<sup>st</sup> October at 5pm.

If you are interested in applying, please email: [chairman@visit-exmoor.co.uk](mailto:chairman@visit-exmoor.co.uk)