

Evaluation Date	January 2015
Grade	1

JOB DESCRIPTION

Job Title:	Chief Executive Officer (CEO)	Reports to:	Chair of the Board
Department:	Senior Leadership Team	Location:	Vantage Point
Work Pattern:	As required to complete the role	Contract Status:	Full Time Permanent

OUR VALUES

We want enthusiastic and energetic people who will create a great experience for our customers and share the following values. Edinburgh Leisure **makes a positive difference** by:

welcoming all,
each one of us **caring** about what we do,
being **passionate** about how we do it,
and feeling **proud** of what we achieve

JOB PURPOSE

The role of the Chief Executive is to lead and drive the organisation towards an agreed strategic vision. The role must build and nurture the right relationships, ensure resources are aligned appropriately and be the link between strategy development by the board and the implementation of that strategy by the organisation. The role is the most senior executive within the organisation and as such has ultimate responsibility for ensuring the success and future viability of the company.

KEY RESULT AREAS

Key Responsibility	Expected time spent (%)
1. Develop & drive the EL vision & strategy (working closely with the Board, senior team and stakeholders) to ensure clarity of direction and organisational alignment towards an agreed destination that will represent success.	20%
2. To provide visible, motivational and inspiring leadership for EL as a figurehead and role-model both internally and externally to ensure that every member of staff is motivated to fully	20%

contribute to the delivery of the strategy and ensure an appropriate and positive external profile is maintained.	
3. Monitor & drive business performance and ensure appropriate allocation of resources and management of risks to ensure that the business objectives are fully delivered.	20%
4. Establish & nurture key stakeholder relationships (such as: CEC (political & officer), SportScotland, NHS, other) to secure appropriate funding and support for the delivery of our key objectives.	20%
5. Lead, motivate and develop the Strategic Leadership Team to ensure a coherent and well-functioning senior executive team who are fulfilling their full potential, both individually and collectively.	20%

RESPONSIBILITY FOR RESOURCES	
Responsibility for staff:	Overall responsibility for every member of staff (in the region of 850 people)
Salary bill for all staff reporting:	£17M p.a.
Responsibility for finance and level of financial control:	Overall responsibility for finance and financial control. Current expenditure (excluding staff) is £13M p.a. and income is £30M p.a.
Responsibility for Physical Resource:	Overall responsibility for all company assets. Overall responsibility for the procurement of resources up to £150K (liaising with Board for amounts in excess of this).
Responsibility for Data and Information:	Overall responsibility for ensuring that EL staff collect and use data appropriately and in line with relevant legislation. Creates and distributes sensitive business information.

GUIDELINES AND EXPECTATIONS

Authorities & Limitations
<p>You are responsible for carrying out the instructions of the Board – to do this you operate without management direction and are subject only to review by the Board. This role has the freedom to work within the overall standard operating procedures framework (e.g. Standing Orders and Funding Agreement) of Edinburgh Leisure, using very wide discretion and initiative over all areas of Edinburgh Leisure activities. Responsible for leading the strategy development and making recommendations to the Board as well as making the ultimate decisions about strategy implementation.</p>

You are the leader of the organisation and responsible for the overall deployment of resource and achievement of objectives. You do this through the effective management of your Director team.

You have overall responsibility for ensuring that risks are identified, monitored and effectively responded to, to ensure the ongoing viability of the organisation.

Communication & Representing The Organisation

This role requires you to be an ambassador for Edinburgh Leisure, providing a positive representation for the company at all times.

You are the key liaison between EL management and the Board, and are responsible for making sure that the Board are properly informed (e.g. through board reports, presentations to the Board and ad-hoc communications).

You need to communicate with a huge variety of stakeholders, including staff at all levels, funding partners, politicians, other sport/leisure/wellness organisations and sponsors. You are expected to adjust your message to suit the needs of each audience and ensure that the key messages have been received and understood.

You are expected to influence people at all levels, often having to change and influence the opinions of large groups of people. You need to be able to win the hearts and minds of key strategy and funding decision makers, such as the Board, politicians and government officials.

You may be faced with communicating difficult and unpopular messages and you need to be able to do this effectively, responding to challenges and objections in a positive and constructive manner.

Safeguarding Our Customers

This role has a major direct impact on the health, well-being (including child protection), Health and Safety of our staff, customers and potential customers. The role has overall responsibility for the systems and procedures that are used to deliver appropriate programmes of care or welfare (e.g. Health & Safety, HR policies, Child protection policy and targeted programme delivery). You are responsible for taking decisions that will affect the future well-being of individual and groups of clients.

Problem Solving

You are responsible for analysing and interpreting very varied (corporate wide) and highly complex information and situations. You are required to lead the creation and delivery of the business strategies, identifying and responding to areas of risk and responding appropriately to opportunities. You are making complex decisions that could take some considerable time to evidence whether the correct decision was made. You

need to continually review performance and make effective and timely decisions to keep the overall performance on-track.

Impact On Organization

You have a major direct impact on the public image, viability and success of the organisation, through leading on the organisation's strategic and operational direction. This role is critical for the success of Edinburgh Leisure and the work that we do for the community of Edinburgh.

You lead and inspire the organisation and all our staff to achieve the successful delivery of our strategy, inspiring Edinburgh to be a more active and healthy city.

JOB DEMANDS

Physical	This is an office based role, involving working at a desk and holding meetings. Some travel (normally within Edinburgh) will be required, such as traveling to venues to meet staff.
Mental	This is a very demanding role, with a very wide remit and a lot of potentially conflicting demands for your time and attention. You will need to be able to prioritise and delegate work and respond appropriately to all manner of situations. This role requires high level of concentration and mental input.
Emotional	This role involves making tough and difficult decisions that have a direct emotional impact on people, such as venue closures, redundancy and dismissals.
Environmental	This role is based in an office, with some travel to our venues.

PERSON SPECIFICATION

Factor	Essential	Desirable
Qualifications and Attainments:	<ul style="list-style-type: none"> Significant evidence of advanced education, such as an honours degree, and/or a post graduate qualification, and/or a professional qualification Significant post qualification work experience, with at least 3 years at Director level in an organisation 	
Knowledge and Experience:	<ul style="list-style-type: none"> Significant strategic management experience at Director level in an organisation Experience of working with a Board Evidence of contributing to the creation and delivery of a strategy Evidence of leading on successful business developments Evidence of strong and effective leadership of a wide variety and number of staff Significant experience of direct management of senior staff 	<ul style="list-style-type: none"> Experience of relevant sectors, such as sport, health and wellbeing or 3rd Sector Experience of working within a politicised environment.

	<ul style="list-style-type: none"> • Significant evidence of working with a wide range of different stakeholders and successfully balancing their competing needs 	
Additional Requirements (e.g. competencies):	Ability to: <ul style="list-style-type: none"> • Establish the benchmark for Standards • Communicate broadly • Confront risk • Build an engaged workforce • Lead on Service 	

DISCLOSURE/PVG REQUIREMENTS
Basic

I have read and understand this job description and I am clear about what is expected of me in this job.

Signed **Date**