

We're seeking a new leader for the Scottish Seabird Centre Chief Executive Officer Recruitment Pack

Dear Prospective Candidate,

I am proud to be the Chair of the Scottish Seabird Centre – a marine conservation and education charity that strives to inspire people about Scotland's amazing marine environments and to help them to connect with and get involved in caring for these. Our charitable activities are supported by our wonderful visitor attraction in North Berwick, East Lothian which attracts nearly 175,000 visits a year. This is a fantastic engagement opportunity we have with local, national and international visitors and all the proceeds fund our vital conservation work.

If you can answer 'yes' to the following questions you could be the individual we are looking for to lead our Charity through its next strategy period from 2025 and beyond.

- Do you passionately believe that, and can champion the need for, Scotland's marine environment being better protected and managed?
- Are you an experienced senior leader who understands charity business models and can challenge yourself and our team to achieve their best?
- Do you have a vision for how to engage communities to inspire positive change for the environment?
- Have you experience of developing a visitor attraction to ensure our approach is inclusive and sustainable?

We are recruiting now for a new Chief Executive Officer to take forward our Charity's important work. With the climate and nature crises – our role has never been more needed.

Please read more about this role below and reach out to have a conversation about whether you could be our new CEO.

A handwritten signature in black ink, appearing to read "Stuart Housden".

Stuart Housden OBE,
Chair, Scottish Seabird Centre

23 August 2024

Role profile Chief Executive Officer

Job title:	Chief Executive Officer
Base:	Scottish Seabird Centre, The Harbour, North Berwick, EH39 4SS Hybrid-home working is supported.
Reports to:	Chair
Term:	Permanent
Salary:	£60-65k
Working pattern:	Full time (37.5 hours). Some evening and weekend work is required.

About us

The Scottish Seabird Centre is a national conservation and education charity. Our purpose is to *Inspire and educate people about the Scottish marine environment in ways which motivate them to care for it and to participate in conservation activities.* Based in North Berwick, East Lothian we overlook the marine environment of the Firth of Forth and its internationally important breeding seabird colonies. We welcome over 175,000 visits each year to our Centre.

You would be joining us at an exciting time as we develop a wider range of conservation, education and engagement activities that are delivered at the Centre and through our marine outreach and digital programmes. These activities are geared to contribute to cross-society efforts to improve ocean literacy and to tackle the twin nature and climate crises in ways that help Scotland's seas and marine life to recover.

We have four key pillars to our work:

- **Conservation** we develop, practically undertake, and promote models of conservation best practice and citizen science.
- **Education** we deliver education programmes, science resources and events and use innovative ways to provide information on the marine environment.
- **Communities** we work in partnership with diverse communities including enhancing the experience for visitors to North Berwick.
- **Experience** we offer an award winning, year-round visitor experience that helps people to make informed choices about the management of the marine environment.

Our charitable work is supported by our Trading Company Scottish Seabird Centre Limited, which gifts all its profits to the charity, and our award-winning visitor attraction which provides a valuable resource for members and visitors.

Role profile

The Chief Executive Officer (CEO) is the executive leader of the Scottish Seabird Centre and works closely with the Chair and Charity Board to develop and deliver the organisation's vision and activity plans that contribute towards ensuring that Scotland's marine environment is healthy and wildlife rich.

The CEO directs and champions the charity's activities to a wide range of external audiences in line with the Charity's vision, purpose and strategic pillars of conservation, education, community and experience.

The CEO supports the Chief Operating Officer to ensure high standards of internal governance, development of people, assets and financial management of the charity and trading company.

Principal duties

The CEO is accountable to the Board of Trustees for:

1. Leading on the development of the organisation's Strategic, Business and annual activity plans in ways which develop and strengthen the Charity's business model.
2. Developing connections with national and local partners to ensure the Charity furthers its role as a marine conservation and education charity and as part of the UK network of Science and Discovery Centres.
3. Leading the Senior Management Team to ensure that our approach is forward looking, outcome and action orientated, and delivers against approved activity plans and budgets.
4. Steering the development of the Charity's membership, fundraising, marketing and communications strategies and the metrics to assess performance of these.
5. Leading a growth in fundraised income through the effective stewardship of existing funders and identification of new supporters.
6. Providing leadership and direction for a culture that values staff, volunteers and grows the membership-base of the organisation.
7. Supporting the Chief Operating Officer with the development of the commercial (trading and secondary spend) activities of the Charity, ensuring these evolve in line with industry best practice and to enhance the visitor's experience.

8. Implementing a robust approach to managing risk, ensuring risks and opportunities are identified, regularly reviewed and appropriately controlled.
9. Ensuring an appropriate health and safety culture is maintained and through the Chief Operating Officer to ensure audits, and policy and practice are regularly reviewed and updated.
10. Ensuring the Charity fulfils its legal, statutory and regulatory responsibilities.
11. Maintaining good working relationships with the Chair of the Charity, Trustees and the wider membership and stakeholders.

Essential skills and experience

- An ability to think strategically and to demonstrate strong business analysis capabilities that inform the business model and delivery plans.
- Track record in leading, inspiring and motivating teams to be values-led, outcome and results orientated.
- Strategic experience in relevant business and policy areas (e.g. conservation, environmental education, science communications or visitor experience).
- Politically astute with an ability to read situations and exercise sound judgement.
- An ability to strengthen existing, and forge new partnerships, which help advance the Charity's strategic plans.
- To be an effective spokesperson with Scottish Government, key agencies and major stakeholders to raise awareness of key issues and gather support for change.
- Effective communicator to a range of audiences through different media (written and oral)
- Resilient, calm and rational in decision-making, including when under pressure.

Desirable skills and experience

- Commercial acumen
- Experience of academic, community or business partnerships.

Our values

Our values underpin everything we do. We take pride in bringing these to life in all that we do. We are:

- **PASSIONATE** about Scotland's coastal and marine environment.
- **INSPIRE** others to explore and care for Scotland's coastal and marine environment.
- **INNOVATE** with the approaches we use to engage with people.
- **COLLABORATE** with local and national partners to convey the importance of Scotland's marine environment.

- INFORMED about the current health of Scotland's marine wildlife and habitats and the actions required to protect it.
- TRUSTWORTHY providing reliable information and acting with integrity and without bias.

Performance

Will be measured against clearly defined measurable and challenging goals.

Benefits

- Working for a successful conservation and education charity, with an award-winning visitor attraction, in a stunning location.
- Flexible hours and hybrid working pattern.
- Pension available.
- Training and development opportunities.
- 20% discount in the charity's Gift Shop and Seabird Café.
- 10% discount on the Scottish Seabird Centre boat trips.
- Free entry to the Discovery Experience, for you and family members (restrictions on numbers apply).
- Free access to a range of Scottish visitor attractions with an Association of Scottish Visitor Attractions card.
- Free access/ special offers for a range of East Lothian attractions with an East Lothian Tourism Attraction Group card.

How to apply

Please submit the following by noon on **Thursday 26 September 2024**.

- An up-to-date CV
- A supporting statement no more than two pages long, providing clear evidence of how you meet the requirements within the person specification, what you can contribute to Scottish Seabird Centre and what you hope to gain from working with us.
- The names and contact details of two referees.

If you are interested in discussing this appointment further, you should contact Fiona Unsworth, Business Support Officer, fionau@seabird.org.

Please submit applications FAO Fiona Unsworth on, fionau@seabird.org.