

Jurassic Coast Trust (Trading) – October 2022

Non- Executive Director recruitment

Context & Purpose

Jurassic Coast Trust (Trading) Ltd is a 100% subsidiary of the Jurassic Coast Trust (the Charity), formally launched on 01 August 2022. It is an exciting, innovative and digitally-driven venture which aims to financially and strategically support the charitable aims and objectives of the Charity by engaging new audiences, promoting sustainable tourism and raising funds for a dedicated conservation fund to support heritage organisations who contribute to the protection of the World Heritage Site.

The vision for the Trading company was born out of the necessity of innovating during the Covid global pandemic. The Charity recognised the need to engage with and influence the behaviour of those visiting the Jurassic Coast to ensure its future protection and conservation, in tandem with a determination and responsibility to reach as wide an audience as possible virtually. The pandemic also underlined that the Charity needed to become financially more sustainable given the likelihood of reducing local and national level funding. Initially the Trading company is being funded by the Charity however it expects to break-even in its third year and thereafter, transfer its available net profit to the Charity.

The new Destination Management Organisation (DMO) platform will enable the Trading company to capitalise on the brand asset of the World Heritage Site and to use this effectively to raise awareness, influence and revenue in support of the Charity's aims and ambitions.

In partnership with the local and national visitor and hospitality industry we will be using this platform to make waves about global issues; sustainable tourism, nature recovery and protection for land and seascapes which can be highly impacted by business practices and visitor behaviour. In doing so, we are re-imagining the curation of visitor experiences and how this can be a positive influence in local communities.

Our new venture has now launched, and we are not short on ambition. To help our small team achieve its goals, we now wish to expand our current Board (comprising two Charity Trustees) and obtain the advice, enthusiasm and energetic support of two Non-Executive Directors.

You will help our team to develop our DMO platform and related digital services, achieve a larger engagement with potential audiences, realise the potential of our brand and deliver a significant and sustainable financial return on investment. Vivality, we need to do all this without losing sight of our commitment to conserve and protect England's only natural World Heritage Site.

Main responsibilities

- Provide thought leadership on the role of digital in the company's operations, marketing and communications and help build and implement our vision.
- Highlight the opportunities and risks of digital, in terms of our strategy in general, and in reference to visitor engagement, bookings and paid-for media.
- Translate the risks and opportunities of digital for other Directors/Charity trustees. The Trading company Directors will report progress, risks and challenges to the

Charity Board to enable the Charity Board to engage in an informed and strategic way.

- Provide strategic oversight of new projects and implementation.
- Champion the use of data in board discussions, and in driving the delivery and improvement of operations, marketing and communications
- Draw on your networks to support our work.

Personal Expertise and Qualities

- Successful track record in digital marketing / product development / e-commerce / tourism etc.
- Experience of working at a senior management / leadership level.
- Experience of working in or overseeing a tech-based start-up or scale-up.
- Ability to work as part of a team, learning together.
- Ability to work at a strategic level whilst understanding the detail and complexities of delivery, and the influencing skills needed to bring staff and stakeholders along with plans.
- Strong communicator.
- Ability to analyse risks and opportunities and take a balanced approach to both.
- Extensive networks, and a willingness to draw on contacts as appropriate.
- Long term commitment to Jurassic Coast Trust and its Trading subsidiary.

This is an unremunerated role, offering great opportunities to contribute and influence a new and exciting venture. Jurassic Coast Trading (Ltd) welcomes applicants who are embarking on their first Board Director role and will provide opportunities for CPD and learning from experienced Directors and Trustees.

We welcome applicants from a wide variety of backgrounds who share our values, passion and enthusiasm for the Jurassic Coast World Heritage Site.

Time commitment and location

- The Board meets generally 4 times a year. Directors receive quarterly updates on the company financials and operations.
- Directors are expected to support the leadership team with advice on request.
- Board meetings are held in Dorset but will be made digitally accessible.