



ADVERT

Could you be a new Board Director of Visit West Lothian?

Visit West Lothian, West Lothian's destination promotion organisation, is seeking new Board Directors and a Chair Person.

Established in 2008, Visit West Lothian is committed to promoting the tourism offer in West Lothian and acting as collaborator within the sector.

West Lothian's tourism sector has seen strong growth over the past ten years. During this time the economic impact of our visitor industry has seen an increase of almost 20%, and visitor numbers to West Lothian's top paid attractions have risen by an impressive 53%. West Lothian has also experienced notable expansion in its smaller accommodation sector reporting increased investment in the area's retail and attraction assets. With a central location, strong transport links, close proximity to the 2 major cities and Edinburgh Airport, West Lothian has a huge opportunity to embed tourism as a major economic driver in the area.

In order for you to be successfully appointed as one of our Board Directors you will need the passion, commitment, drive and presence to contribute to promoting West Lothian effectively and encouraging partnership working across the sector.

We are looking for West Lothian based tourism related operators or practitioners who would like to contribute to raising the profile of West Lothian, helping to deliver Visit West Lothian's Strategic Action Plan. Excellent communication, networking and relationship-building skills are important strengths to bring to the role as well as diplomacy and a good understanding of your field of expertise. We are particularly interested in new Board Directors and a Chair Person from the hospitality, film and Food & Beverage sectors, as well as those who have experience in membership growth and commercialising organisations. As a proactive Board Director you will have the opportunity to make a real difference to West Lothian's future. For further details, please contact Stewart Ness, on Tel. 01506 283 240 or submit your CV and a covering letter to info@visitwestlothian.co.uk

Please note, full training and support would be provided as part of your induction and ongoing development. Out of pocket and travel expenses will be reimbursed.



DESCRIPTION – BOARD DIRECTOR

TITLE: Board Director

REPORTING TO: Chairperson of the Board

BOARD DIRECTOR'S ROLE

To actively and passionately participate within the team of Board Directors adhering to and acting in accordance with the company's constitution and rules of governance as well as fulfilling the responsibilities in working towards the agreed strategic direction and objectives of the company by providing knowledge, advice and guidance from within your area of expertise.

BOARD DIRECTOR QUALITIES

- Commitment to West Lothian's tourism development and promotion
- Integrity and diplomacy with capacity to provide independent judgment
- Willingness to devote the necessary time and effort to their duties as a Board Director
- Ability to take decisions for the good of the tourism sector in West Lothian
- Possession of good networking and communication skills
- Ability to work effectively as a team member
- Understanding of the legal responsibilities and liabilities of a Board Director

EXPERIENCE & SKILLS

- Experience and tourism sector knowledge
- Understanding of working with public agencies and private organisations
- A reputation for integrity and credibility
- The Board Director must accept and support a culture of openness and debate



MAIN TASKS AND DUTIES

- To be creative and motivational on the Board – always seeking to improve and drive activity forward
- To prepare for and participate in the discussions and the deliberations of the Board
- To contribute to setting the board meeting agenda
- To understand and follow the board's governance and board policies
- To proactively support the Tourism Executive of West Lothian Council in implementing the strategic action plan of the company
- To foster and encourage the best possible working relationships between the Board, staff of West Lothian Council and relevant stakeholders
- To make sure that decisions taken by the Board are implemented and to play your part in delivering the operational responsibilities of the board
- To promote VWL membership and VWL in general
- To ensure willingness and time commitment to attend meetings and serve on at least one working group:
 - quarterly board meetings
 - working-group meetings – occasional; as and when required
 - annual AGM & 1 additional networking event
- To participate in annual Board Director training
- Be aware of and abstain from any conflicts of interest
- To ensure that the Board puts in place and maintains an efficient system of financial accounting

REPRESENTATION

- Participate at Visit West Lothian events when and where possible
- To act as a spokesperson for the Board as appropriate

REMUNERATION

The post of Board Director is an unpaid one but any travel expenses or costs incurred for taking part in VWL activities or attending events on behalf of VWL can be reimbursed.

SUBMISSION

For further details, please contact Stewart Ness, on Tel. 01506 283 240 or submit your CV and a covering letter to info@visitwestlothian.co.uk