Job description and Personal Specification

<table>
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<tr>
<th>Job Title:</th>
<th>CEO</th>
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<tr>
<td>Salary:</td>
<td>£45k – 50k (depending on experience)</td>
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<td>Responsible to:</td>
<td>PCF Board of Directors</td>
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<td>Location:</td>
<td>Pier House, Pier Road, Pembroke Dock, Pembrokeshire, SA72 6TR</td>
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Job Purpose

Established in 2000, Pembrokeshire Coastal Forum (PCF) is a multi-award-winning Community Interest Company that works to enhance the coast and marine environment for current and future generations. As a coastal partnership PCF has developed a range of local and national collaborative projects, often viewed globally as best practice. In sustainable recreation we manage the Outdoor Charter and Marine Code for multiple partners, focusing on a collaborative approach to keeping outdoor adventures sustainable. We also take an evidence-based approach to decision making through the Wales Activity Mapping project. Our education programme is delivering the sustainability and climate change agenda to local schools, linking skills to future marine opportunities. Marine energy is another important area of work that delivers practical action across Wales and the UK and currently forms a large part of the business. Our development of a marine energy test centre is a ground breaking undertaking for a coastal partnership.

At PCF we inspire, collaborate and deliver solutions for sustainable coastal communities. Reporting to the Board of Directors, you will have overall strategic and operational responsibility for our current team of 12 staff, our programs and the delivery of our mission.

Our values and team are important to us we expect them to be integral to you.

**Sustainability** - we only work on projects that contribute to our vision. For us this means a healthy and resilient community with a thriving coastal economy, living in harmony with natural resources.
Collaboration - we recognise stakeholder engagement and working in partnership are critical to success. Everything we do is achieved with others.

Passion - we are passionate about making a difference; to the sustainability of coasts, oceans and communities.

Flexibility - we provide flexibility for our customers and our team and to adapt to the challenges and opportunities facing our coasts.

Reliability - we have been achieving results with our partners since 2000, consistently delivering positive impact and sharing best practice, often from projects originated in Pembrokeshire.

**Principal Responsibilities**

**Leadership & Management**

- Actively engage and energise the PCF Team, partnering organisations and funders in the work of PCF.
- Build Board involvement with strategic direction of PCF activities.
- Lead, develop and support the PCF Team and ensure effective systems to monitor progress, evaluate performance and measure outcomes which can be communicated to the Board, funders and key partners.
- Represent PCF and our projects including Marine Energy Wales.
- Create, develop and execute strategy.
- Maintain, improve and expand operational systems.
- Oversee financial reporting.

**New Business & Income Generation**

- Increase revenue generating and fundraising activities to support existing and new PCF activities and projects.
- Accountable for PCF budgets.
- Use networks to generate new opportunities for PCF.
Communications

- Oversee aspects of communication and external relations with a view to creating a strong identity and brand for PCF.

Planning & New Business

- Lead in the completion and implementation of strategic business planning for PCF and projects.
- Oversee and ensure delivery the PCF Business Plan.

Personal Specification

The CEO will be thoroughly committed to PCF mission. All candidates should have proven leadership and relationship management experience.

Essential:

- Qualified to Degree level.
- At least 5 years proven senior management experience in a leadership role.
- Up-to-date understanding of coastal and marine issues, opportunities and sustainable development.
- Strong track record of effectively leading an outcomes-based organisation and staff.
- Proven experience in developing and implementing strategies that have taken an organisation to the next stage of growth.
- Excellent organisational skills with the ability to mentor, manage and develop high performance teams, set strategic objectives and oversee budgets.
- Strong public relations experience including working with government, public bodies and a wide range of stakeholders.
• Ability to work effectively in collaboration with a wide range of organisations and stakeholder groups.

• Well-developed written and verbal communication skills; a persuasive and passionate communicator with excellent interpersonal and multidisciplinary project skills.

• Action-oriented, entrepreneurial, adaptable and innovative approach to business planning.

• Strong interest in sustainability.

• Ability to work under pressure.

• Current driving licence / own vehicle.

• The ability to maintain a significant presence in Pembrokeshire.

Desirable:

• Experience in the marine renewables sector.

• Ability to communicate in Welsh.

• Facilitation and stakeholder engagement experience.

• Experience in grant funding and third sector organisations.

The ability to travel to and attend overnight meetings/events/site visits etc. is a necessary and regular feature of this post. Own transport required.

The post will involve occasional evening and weekend working.

Job descriptions and person specifications are subject to change from time to time to remain in line with business needs.

July 2020