



## **JOB DESCRIPTION**

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<b>Position:</b>	<b>Chief Executive Officer</b>
<b>Reporting to:</b>	Chairperson of the Board of Directors
<b>Salary:</b>	€70,000 pa plus performance related bonus of up to 30% of the current salary
<b>Contract Duration:</b>	Indefinite Duration

### **Chief Executive Officer: Irish Travel Agents Association**

#### **Overall Function**

The Chief Executive Officer (CEO) is the most senior ranking executive position within ITAA. The CEO has the overall responsibility for the implementation, management, and direction of the Organisation's mission, aim, strategy and objectives. The CEO has oversight of all functions of the organisation, an organisation dedicated to providing excellent services to members of ITAA whilst operating profitability.

## The Organisation

The ITAA was founded in 1971 and, since then, has represented Ireland's Travel Agents and Tour Operators. The Association brings together approximately 100 member companies covering 140 branches in different towns and cities throughout the Republic of Ireland.

Like many other representative organisations, the ITAA is a company limited by guarantee. The Irish Travel Agents Association Ltd is governed by its annual general meeting (AGM), at which all members have equal rights.

The AGM elects a Board, comprising a President, a Treasurer and eight other members drawn from businesses in membership of the Association.

**The day-to-day work of the Association is undertaken by the Executive Team led by the Chief Executive.**

## Key Responsibilities

- Effective communication with members.
- Delivery of services and advice that are of real benefit to members.
- To represent the ITAA professionally.
- Ensuring annual profitability.

## The CEO will

- Embody the ITAA's values and principles, demonstrating integrity and fairness.
- Ensure best professional standards.
- Implement strategic objectives, meeting annual work plan.
- Respond to current, and anticipated future, needs of the sector.
- Demonstrate leadership.
- Be a strong representative for the work of ITAA.

## Areas of Responsibility

The duties of the CEO incorporate the following areas of responsibilities:

### Member Services

- To facilitate effective two-way communication between the Association and members.
- To follow up on all member requests, comments, problems etc. and to ensure that there is an effective system for tracking these and keeping the board informed about issues concerning members.
- To examine all commercial opportunities that may be of benefit to members and/or ITAA.
- To ensure the successful provision of all services to members including training and legal services, cost effectively.
- To assist and advise members with annual licensing procedures.
- To manage and assist bond provision for members.
- To be well-briefed on all matters likely to impact members.
- Developing and maintaining education and training platforms with stakeholders.
- To develop, in conjunction with the board, a strategic plan for the ITAA and ensure implementation.
- To ensure the success of key annual events including Annual conference, Awards Dinner, Holiday World Show and other events as may be decided by the board, including maximising the contribution these events make to annual income.
- To recruit and retain members and promote high levels of member engagement with the Association.
- To support and develop the industry partner's programme.
- Identifying Technology Partners which support Sustainability for Members and their clients.
- To support all membership categories including corporate, specialist and leisure.

## **Finance**

- To liaise with the Treasurer and the Accountant to ensure the preparation of key financial information including monthly management accounts and annual budgets.
- To prudently manage organisation's resources within agreed budget guidelines according to current and emerging legislation and best practice.
- To ensure the Association is sustainable.
- To seek out funding opportunities

## **Governance and Board**

- Support the implementation and promotion of effective governance.
- Develop strong professional relationships with the Board and keep members fully informed on relevant matters.
- Prepare timely monthly reports for each Board meeting with content and in a format requested by the Board.
- Provide qualitative and quantitative reports to management meetings, funders, and other relevant bodies, as required.
- To support the operations and administration of the Board by advising and informing Board members, sub-committees/working groups and ITAA personnel.
- To understand and advise on the Governance responsibilities of the Board.

## **Lobbying and Representation**

- To represent the ITAA professionally in the media and at key industry and wider business events.
- To ensure effective communication with all relevant government, regulatory and industry bodies including key suppliers.
- To liaise with the PR agency regarding all public relations activity of the ITAA.
- To promote and defend the interests of members by providing a strong voice for Travel Agents and Tour Operators on issues which impact on their business at both national and European level.

## Operations and HR

- To be responsible for the overall management of the staff at Head Office, to include, setting objectives for staff to attain overall objectives of the Association.
- Goal setting, managing performance, motivation of staff.
- Providing staff with feedback on performance.
- Training and development of staff.
- Overseeing implementation and adherence to Health and Safety Policy of the Association.
- Dealing with grievance and disciplinary matters in accordance with the Association's grievance and disciplinary procedure.
- Liaising with external HR and Legal advice, if required

## Decision Making

- The CEO is Responsible for all Operational Decisions in line with pre-approved policies and plan.
- If it is deemed that there is an identifiable risk to the Organisation the CEO should bring such decisions to the Board

## Key Competencies

### Essential:

- Strong understanding of the Travel Industry and its needs
- A successful track record in building and nurturing key relationships and partnerships with stakeholders and a wide range of diverse collaborators.
- Proven skills in leadership, HR, planning, negotiation, and decision-making.
- Staff and service quality and performance management experience
- Experience in preparing budgets and oversight of the accounting function.
- Having proficiency in relevant technology.
- An understanding of social media and marketing is advantageous.
- Experience of Media Interviews is advantageous.

## Personal Qualities

- Leadership skills
- Self-motivated
- Empathetic
- Excellent communication skills (highly developed listening skills)
- Non-judgmental
- Integrity
- Diplomatic
- Collaborative
- Staff and member centred.
- Ability to be agile and flexible in a challenging and evolving industry.

## Other Requirements

- Travel requirements across various locations.
- Full driving license with access to a vehicle.
- Availability to be on call to meet the needs of the Organisation, out of office hours.

*This job description is intended as a summary of the primary responsibilities of and qualifications for this position. The job description is not intended as inclusive of all duties an individual in this position might be asked to perform that may be required either now or in the future.*

**ITAA is an Equal Opportunities Employer**

**31 March 2023**