



Job Title: Chief Executive Officer – Full Time Role

Salary: £55k - £70k salary and pension

Annual leave: 25 days + bank holidays

Reports To: Chair of the Board

Company: English Riviera BID Company Ltd

Role Purpose:

The Chief Executive provides strategic, organisational leadership and operational oversight of the English Riviera BID Company, which is the official Destination Marketing Organisation of the English Riviera, funded through a levy on local tourism and hospitality businesses. The role leads the direction of destination marketing campaigns to position the English Riviera as the UK's leading coastal resort and to drive year-round visitor growth with a focus on increasing both overnight stays and day visitors. The post-holder will act as the principal ambassador for English Riviera tourism and media spokesperson on behalf of the company.

Key Responsibilities:

Strategic Leadership

- Provide overall responsibility for the operation and direction of the ERBID Company, ensuring the delivery of value to levy payers.
- Oversee and manage the annual budget and income generation activities.
- Champion the English Riviera brand and encourage its use locally and nationally.
- Develop and lead the long-term destination marketing strategy for the English Riviera, ensuring alignment with the ERBID Business Plan and strategic priorities.
- Maintain continuous engagement and consultation with levy payers, ensuring the Company demonstrates clear value for money and accountability through regular reporting on outcomes and return on investment.
- Lead the Company's public affairs activity, advocating on behalf of levy payers and influencing local, regional and national policy, funding and investment decisions that affect the visitor economy.
- Serve as the resort's tourism ambassador and spokesperson, giving the English Riviera tourism sector a voice and ensuring high-profile visibility for the destination.
- Collaborate and maintain strong relationships with key stakeholders including Torbay Council (and successor authority), Devon & Partners LVEP, Visit Devon, VisitEngland and other local, regional and national partners to integrate the English Riviera into broader economic and tourism initiatives.

- Identify and exploit opportunities across visitor markets, digital innovation, industry partnerships and commercial activity to drive growth and additional income.
- Lead the monitoring of destination performance and benchmarking against competitor destinations.
- Lead the Company's response to crisis communications and reputation management issues affecting the destination.
- Attend Board Meetings and provide the Board with strategic advice and guidance to support the delivery of the Business Plan, providing a monthly report.
- Deliver and oversee key performance indicators to measure delivery of the Business Plan and report outcomes to the Board and levy payers.
- Lead on the development, review and renewal of Business Plans and future BID ballots.

Finance Management & Accountability

- Prepare and monitor the annual budget, and produce monthly management accounts in conjunction with the Company Accountant for reporting to the Board.
- Lead on the effective management of the annual budgets, protecting cash flow and ensuring business continuity.
- Lead on strategic, operational and financial risk management.
- Lead on achieving income targets and maximising sustainable income opportunities.
- Oversee, monitor and maximise annual levy collection, working with Torbay Council (and successor authority).
- Oversee the development and submission of external funding bids to support the work of the Company.
- Set clear priorities for the ERBID sponsorship of key events, working in partnership with Torbay Council (and successor authority) and event organisers.
- Evaluate and monitor the effectiveness of investments made by the Company.
- Manage any third-party contracts and related negotiations.

Destination Marketing

- Develop and oversee the delivery of an integrated destination marketing strategy that aligns with the objectives of the Business Plan, leveraging digital, social media, PR, and traditional channels to raise awareness of the English Riviera and drive increased year-round visitor numbers and overnight stays.
- Oversee branding and creative content across all marketing channels, showcasing the full resort offer and ensuring fair representation of levy payers.
- Oversee the recruitment and management of any commissioned marketing and PR agencies.
- Build productive partnerships to maximise campaign reach and engagement, ensuring alignment with the strategic objectives of the ERBID Business Plan.
- Use data analytics and visitor metrics to evaluate campaign effectiveness and help inform strategic decision-making.
- Oversee the strategic development, performance and content of the English Riviera destination website and associated digital platforms.
- Support the promotion of major events and festivals that contribute to increased visitor numbers, overnight stays and destination profile.

Visitor Information

- Lead the effective delivery of English Riviera Visitor Information services, maintaining a consistent and high-quality customer experience.
- Monitor usage of the service, reporting on trends, visitor insights, commercial activity and additional income generation.
- Ensure levy payers receive value and support through the services provided by the Visitor Information team.

Leadership & People Development

- Lead on the recruitment and retention of staff.
- Ensure staffing practices comply with employment legislation and Company policies.
- Lead, motivate, and develop a positive team culture.
- Oversee performance management and professional development initiatives.
- Oversee annual pay reviews and staff incentive schemes in collaboration with the Board.
- Promote cross-functional collaboration across the team to ensure delivery aligns with levy payer expectations and the objectives of the Business Plan.

Governance

- Work with the Chair to ensure the Company complies with all legal, regulatory and governance requirements, and that governance is effectively monitored and adhered to.
- Ensure compliance with BID regulations and Company policies.
- Support the Board in fulfilling its governance responsibilities.

Person Specification

Skills & Experience

- Proven senior leadership and operational experience in tourism, destination marketing, and place branding.
- Experience of working with a Board of non-executive directors.
- Experience of developing and delivering strategic visitor economy business plans.
- A proven track record of income generation, partnership development and securing external funding.
- Experience of leading organisational change and managing complex stakeholder relationships.
- Demonstrable expertise in marketing, PR, digital and social content and media strategy.
- Strong stakeholder management skills working with all sectors of the industry and local, regional and national tourism bodies.
- Excellent decision-making and negotiating skills.
- Commercially astute with experience in budget management, income generation and ROI analysis.
- A good communicator and confident public speaker.

Personal Attributes

- Strategic thinker with a commercially driven mindset.
- Exceptional leadership, communication, team development and management skills.
- Politically aware, with the ability to influence and build consensus among diverse stakeholders.
- Ability to navigate complex situations, work under pressure and manage change.
- Passionate about delivering world-class experiences and ambition to retain the English Riviera's profile as a year-round premier destination.
- Resilient, adaptable and capable of operating effectively in a highly visible leadership role.

Other Requirements of the Post

To be flexible in the delivery of the role, with a combination of office-based and remote working. The post holder will be required to hold and attend meetings as necessary, travel within and beyond the local area, and accommodate occasional unsociable hours as required.

Contact

If you would to discuss the role please contact:

Carolyn Custerson
carolyn@englishrivierabid.co.uk or 07968 261845

Please apply by email to the above, with your CV.

Deadline for applications is Monday 21st September 2026.