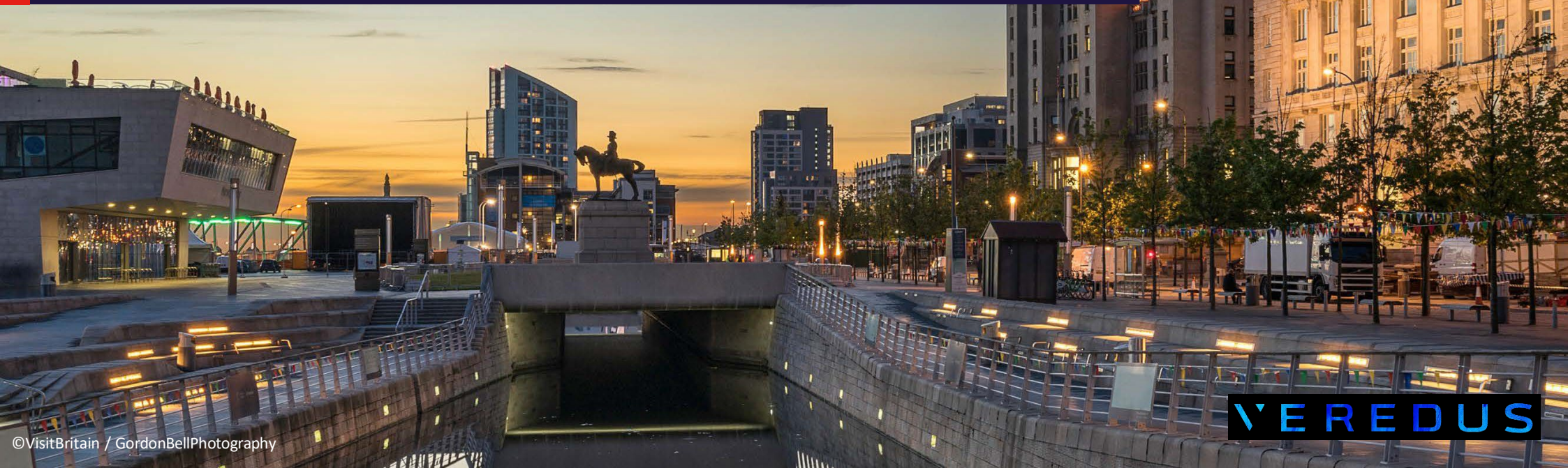


Recruitment Pack

Director of Finance

Reference: 15701

Closing Date: 23:55pm Sunday 19th May 2024



VEREDUS



Patricia Yates – Chief Executive Officer

Dear Candidate,

I am delighted that you are interested in joining VisitBritain/VisitEngland as Finance Director.

Established by the Development of Tourism Act 1969, and trading as VisitBritain and VisitEngland, we are the national tourism agency. As an arm's length body of the Department for Culture, Media, and Sports we have a statutory duty to grow tourism value and support the visitor economy.

We have delivered hugely successful growth for the British visitor economy over many years, with innovative promotion campaigns, targeted help and advice to the sector and strategic advice to Government. In these challenging times of strong economic and supply pressure, we have a significant role to play.

Prior to the pandemic, Britain's visitor economy was worth £127 billion, employing 3.1 million people and supporting 200,000 small businesses. Our industry is a powerful engine for economic growth and job creation across the nations and regions.

Inbound tourism, our third largest service export in 2019 and a major part of British trade is now showing promising signs of recovery with visitor spending forecast to reach £25.9 billion in 2023, up 4% on 2019.

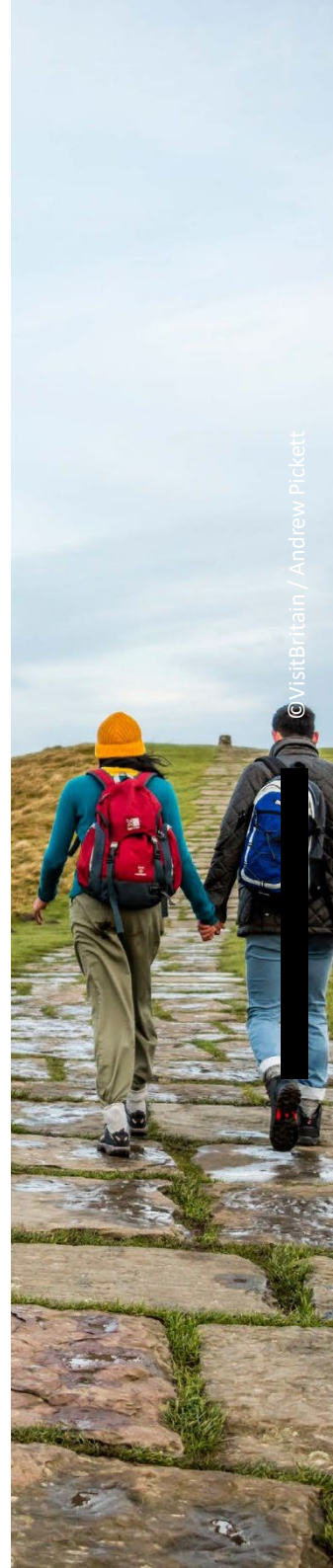
Our current focus is on building back visitor spending as quickly as possible, supporting the industry, and driving visitor recovery, playing our part in delivering the ambitions of the UK on Government's Tourism Recovery Plan.

We want to ensure the visitor economy is one of the most successful and productive sectors of the economy, working with all our stakeholders with a strong focus on external engagement. We are also undertaking an ambitious transformation programme - Building our Future, to build our digital and data capabilities and make cultural changes to improve our services to our stakeholders and meet the ever-growing expectations of our consumer customers and business partners.

Internationally our activity is focused on markets that are rebounding the fastest, including the USA, worth £4.2 billion in 2019, to quickly build back visitor spend to Britain. As a key partner of the UK Government's GREAT campaign, our international teams are working closely with colleagues including the FCDO and DIT, growing trade connections and inspiring visitors to choose Britain for their next trip or to host their business events.

Closer to home, we are developing tools and resources to help businesses grow and to build a more resilient and sustainable industry. VisitEngland is also implementing the UK Government's response to the DE Bois review of Destination Management Organisations in England, ensuring we have the right infrastructure in place to continue to be a compelling destination for domestic and international visitors.

Against this background, we are looking for a Finance Director who is result focused with the ability and experience to drive a high-performance business partnering culture. This is a key role within the organisation and the post holder will be working very closely with myself and other directors to provide strategic leadership to VB/VE. In particular, the post holder will be responsible for the financial strategy and leading a division encompassing finance, procurement, contract management, and project management functions with a business enabling mindset. If you feel you have the right blend of skills, experience, and enthusiasm for this role, I look forward to hearing from you. We have a passionate team working collaboratively across international markets and different time zones. You will also be working alongside a strong and experienced senior management team, supported by a committed board.



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The visitor economy

Tourism spend generates GDP, jobs, and tax revenues and brings inward investment.

Before the COVID-19 crisis, Britain's visitor economy was worth £127 billion a year (including supply chain spending and investment), around 9% of GDP. It was also the UK's third largest service export.

It is now showing promising signs of recovery with visitor spending forecast to reach £29.5 billion in 2023, up 4% on the all-time spending high of £28.4 billion in 2019.

We know that inbound tourism is an extremely competitive global industry, and we need to be out there competing for visitors in markets where we're seeing strong growth and selling Britain.

We want to ensure the visitor economy is one of the most successful and productive sectors of the economy, working with our stakeholders and partners.

“The sector is a powerful engine for economic growth and job creation across the nations and regions”.



About us

iStock / kupicoo

The British Tourist Authority (BTA) is an accredited Non-Departmental Public Body funded by the Department for Culture, Media, and Sport (DCMS), and trading as VisitBritain and VisitEngland.

Our functions, duties and powers are set out in the Development of Tourism Act 1969:

- Encouraging overseas visitors to come to Great Britain.
- Encouraging people who live in Great Britain to take their holidays in Great Britain.
- Promoting the provision and improvement of tourist amenities and facilities in Great Britain.
- Advising ministers and public bodies on tourism matters in Great Britain.

VisitBritain is responsible for our overseas network and international campaigns to promote Britain as a tourism destination, as well as advising and supporting the industry on a wide range of issues.

VisitEngland is the dedicated tourism agency for England and has similar functions and the same duty under the Act in relation to England but does not have power to encourage overseas visitors to come to England unless it is acting on behalf of the BTA.

The BTA Board oversees the work of VisitBritain and VisitEngland, setting the strategy, approving, and then regularly monitoring its business planning, expenditure, and operational development.

The VisitEngland Advisory Board (VEAB) is responsible for advising the Executive and the Board of the BTA on English tourism matters. The VEAB's remit includes responsibility for the provision of advice to the BTA on how best to deliver English activity through an England action plan and the monitoring of its implementation.

To achieve our objectives, we work with partners both in the UK and overseas. These partners include government departments and agencies such as the Department for International Trade, the Foreign Commonwealth and Development Office, the British Council tourism and non-tourism partners, the official tourism bodies for the devolved nations and English destination management organisations (DMOs).

We have worked throughout the pandemic and continue to work domestically and internationally to support the industry and play a key role as a trusted voice, preparing for post-crisis recovery.

We operate globally with a budget of approximately £53 million.

We support and encourage different ways of working through empowering our teams to work flexibly, or to locate for their day, from optimal locations in a way which best supports the aims and ambitions of VisitBritain and VisitEngland.

Victoria Square House in Birmingham is the new hub for our 219 UK employees, with spokes that will include Cannon Bridge House (London), our overseas offices, and staff working remotely from home or any location conducive to fulfilling the needs of their roles while maintaining a healthy work-life balance. We also have a further 79 employees based in 16 different countries around the world.

Our purpose

Drive a thriving tourism industry, creating economic prosperity across Britain.



Our values:

Our organisational values were co-created with colleagues across all divisions and multiple geographies. Launched in May 2023, they set out how we go about our work. They will also give us a fresh new direction to aspire us as we transform our organisation.

As **one global team** we work:

With PASSION fuelled by our enthusiasm and positivity to deliver excellent results.

In PARTNERSHIP empowered to work with partners towards a greater aim beyond our own.

At PACE delivering innovation through agility, boldness, and bravery to take calculated risks.

Our Strategic Aims:

To grow the value of tourism across all regions and nations.

To maintain distinct activities to develop and market English tourism.

To advise Government on tourism policy — particularly growth, resilience, and productivity.

To embed business events activity across the organisation to deliver wins across the UK.

Our corporate priorities for 2024/25

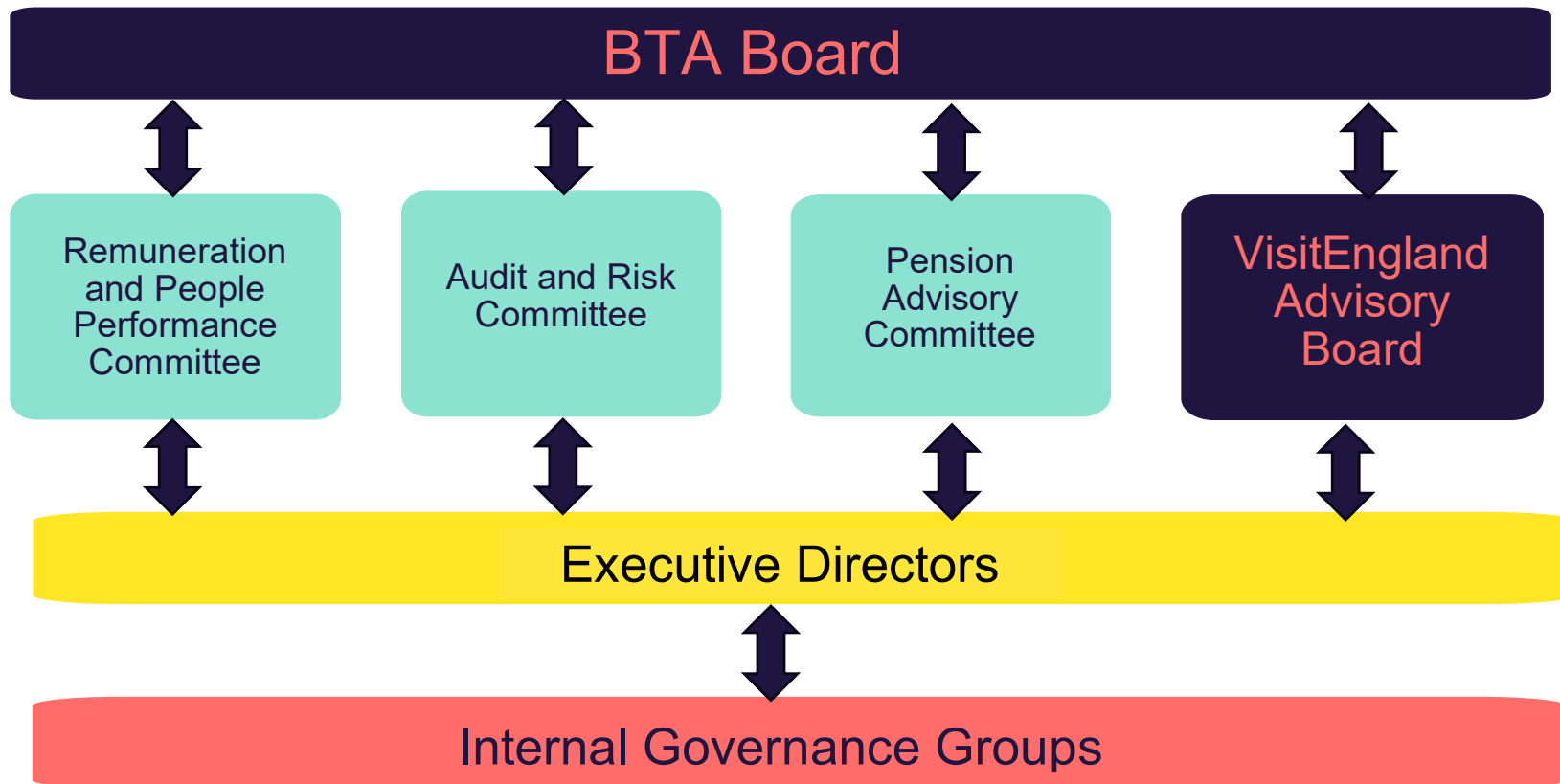
International Visitor Value – Grow international visitor value, prioritising regional and seasonal dispersal and positioning Britain as a welcoming, dynamic, and diverse destination.

The English Visitor Economy – Lead and enable a sustainable and resilient visitor economy in England.

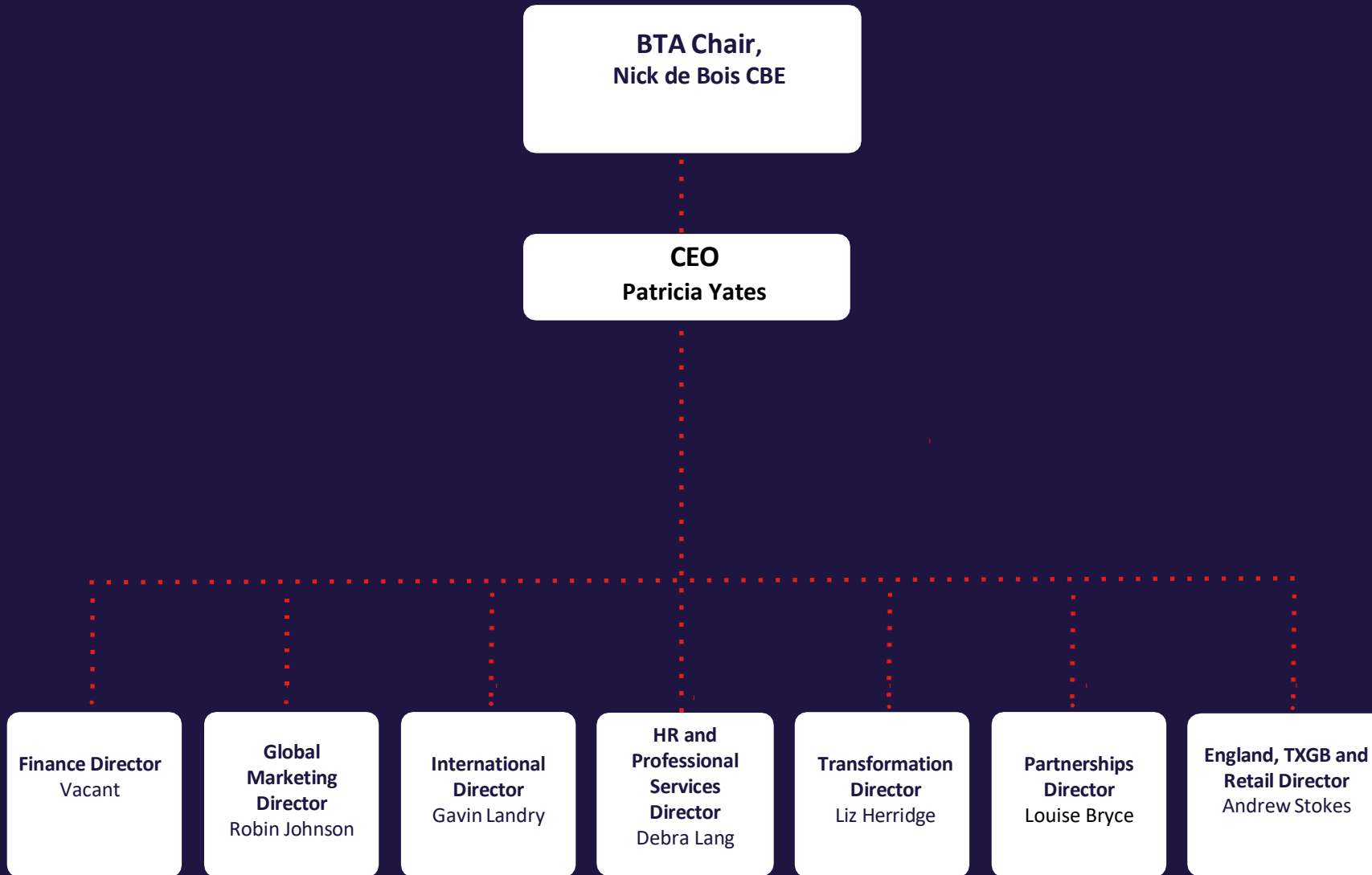
Build Our Future – Transform the way we work to compete in a digital world, build our strengths in data and diversify our funding.

Our Influence – Be a collaborative, trusted and valued partner with industry and Government. Support growth by shaping policy and providing insights.

Our Team – Work as one global team. Develop and engage our people. Work by our values.



Organogram



Our people



Our people are our most valued asset and our number one priority.

June 2020 saw the launch of our people strategy to build a passionate and empowered team, supported by an inclusive and fun community. This strategy makes a long-term commitment to create a culture that prioritises and supports our people globally. Through this strategy our four goals were:

- Motivate our teams.
- Increase our supply of talent.
- Foster inspirational, confident, and empowering leadership.
- Embed diversity and inclusion in everything we do.

Since 2020, our strategy has delivered more than 28 programmes of work and now sees its evolution into a new organisational development focused strategy supporting our teams through periods of transformation and change to deliver our ambitious corporate priorities.

A people board has been formed to monitor progress and success.

Diversity & Inclusion (D&I)

Our aspiration is to embed diversity and inclusion in everything that we do, gaining diverse accreditations backed by action.

Our goal is to create a workplace where employees are accepted and respected without exception and can bring their whole self to work. The D&I action group was formed in 2020 to ensure that our mission to support and represent D&I across the organisation is prioritised and put into action. Colleagues from around the world have formed networks to offer guidance, support and education on specific topics that impact our employees.

Currently over 40 staff participate in seven established networks which are: lesbian, gay, bisexual, trans, queer, intersex, and asexual (LGBTQIA+), racial and ethnic equality, disability and accessibility, fair treatment, gender parity, religion and faith, and youth engagement and youth board.

“Our goal is to create a workplace where employees are accepted and respected without exception”.

Engagement

Our annual People Survey enables us to measure the success of our people initiatives with the Employee Engagement Score (EES) modelled on the Civil Service People Survey (CSPS), made up of five components:

- 1 Proud
- 2 Would recommend
- 3 Personal attachment
- 4 Inspire.
- 5 Motivate

We are proud to see a year-on-year improvement in all measurements with higher scores than the Civil Service in several areas, including engagement.

Wellbeing

As part of our ongoing commitment to looking after staff mental health and wellbeing, last year we launched a wellbeing pledge, a commitment that ensures wellbeing is central to all that we do. We weave mental health considerations through our processes, policies, and guidance.

Learning and development

We have made a commitment to learning and development encouraging staff to take a minimum five days per year to pursue development, including five days in which no meetings are held so staff can devote time to pursue goals. All 60% of colleagues managed to take part in the most recent day, with 80% of those feeling that the theme was important and 40% feeling more positive about meeting culture.

Governance of the people remit.

The Remuneration and People Performance Committee (RPC) meets three times a year, or more as required. In addition to the review of annual remuneration levels, the committee reviews compliance with HR standards and processes, staff performance, wellbeing, and development through the new people strategy.

“We weave mental health considerations through our processes, policies and guidance”.



Our Benefits

Working at VisitBritain, our people experience:

- A collaborative and global environment where staff care about each other and support each other.
- A role and an organisation where they can make a direct difference to the lives of others.
- A place where they can realise their passion for the UK and their passion for tourism.

Financial

- **Salary: circa £120,000**
- Royal London Defined Contribution Pension, with maximum employer contribution of up to 11%.
- Life Assurance Scheme by Legal and General.
- Access to a financial advisor (Mattioli Woods).
- Paid Memberships to professional bodies or associations.
- Evans Ride to Work Cycle Scheme – allowing savings of up to 42% on bike and bike accessories purchases.

Health and wellbeing

- Regular health and wellbeing events and access to a diverse mental health network.
- Employee Assistance Programme
- Free Flu Jabs and Eye Tests
- Detailed wellbeing policy equipping our managers to offer effective support.

General working benefits

- Flexible working through Locate for your Day, empowering our teams to work flexibly from optimal locations.
- Flexible working consideration from the beginning of employment.
- 25 days annual leave, increasing to 30 after five years of service.
- Generous special leave policy.
- Staff award scheme.
- Access to Civil Service jobs portal.
- Access to coaching.
- Discounts on most VisitBritain Shop experiences.

Other

- Access to CSSC Sports and Leisure. Memberships include free English Heritage membership and other benefits to apply for, including a digital Tastecard and cheap cinema tickets.

Learning and development

- Five days per year dedicated to personal learning and development.
- Bi-quarterly collaborative learning days - dedicated to personal learning and development.
- Sponsorship for approved qualifications, including study leave.
- Membership costs of approved professional bodies.
- On the job development.
- LinkedIn Learning Annual License.

Family-friendly

- Enhanced Maternity Leave (23 weeks' full pay).
- Enhanced Adoption Leave (9 weeks' full pay).
- Enhanced Paternity Leave (11 days' full pay) leave.
- Shared Parental Leave' of up to 50 weeks.



The Job



Reporting to the Chief Executive Officer (CEO) and a member of the BTA Director Group, the Finance Director will be responsible for the following:

- Be the principal advisor to CEO and working collaboratively with Directors ensuring they have the support, advice, guidance, financial and regulatory understanding required to deliver their objectives on a financial strategy that enables and delivers the corporate strategy.
- Actively help build the knowledge and awareness of the senior team across all the functions of the division.
- Champion good governance, process, and procedures to manage public money and support the Accounting Officer and Audit and Risk Committee.
- Guide the development of direct reports and continue to support the team in its journey of transformation to achieve the division purpose through the delivery of the 'How' actions.
- Effective business partnering to build and maintain positive and collaborative relationships with key external stakeholders.

As Director:

- Lead the Finance, Procurement and Projects division to deliver cost effective customer orientated services.

- Responsible financial leadership and strategy for providing advice, highlighting issues and risks and accountable to the Accounting Officer and VisitBritain and VisitEngland Boards.
- Good corporate governance through well developed and embedded processes and procedures. Management of risk and good oversight of fraud prevention and contract management.
- Ensure financial and business planning are undertaken in a timely and effective manner, leading the engagement to ensure optimum use of resources and coordination of activity.
- Manage pension provision including VBs responsibilities as principal employer for the British Tourist Boards Pension Scheme.
- Comply with and support non-financial governance procedures e.g. risk management, business continuity, declarations of interest, gifts of hospitality, project management etc.
- Drive and deliver the Transformation of finance systems, processes, and reporting.
- Supporting key business projects to ensure effective finance input e.g. Retail and product distribution projects.

Within Government:

- DCMS liaison, being the lead on agreement of the Framework Agreement between DCMS and VisitBritain/VisitEngland.
- Interpretation and where applicable implementation of Government policy from a VisitBritain/VisitEngland point of view (for example, accounting and auditing standards, DCMS/Treasury/NAO guidelines).
- Lead engagement with DCMS on all aspects of finance, performance, and funding.
- Lead and manage Comprehensive Spending Review and other fiscal events from a financial perspective.

Other responsibilities:

- Ensure VisitBritain/VisitEngland have sound, effective and well understood financial transaction processes and procedures, with good forecasting to meet DCMS targets.
- Preparation and pre-summer recess delivery of the Annual Report and Accounts including Remuneration Report.
- Management reporting to the Executive and Board, DCMS and other government reporting as required.
- Compliant procurement/tendering strategy, policy, and practice within VisitBritain/VisitEngland.
- Compliance with government controls and transparency including but not limited to foreign currency management and functional standards.
- Tax compliance in 22 jurisdictions (status, corporation tax, payroll taxes and purchase taxes).
- Risk management strategy and policy.
- Internal audit strategy and plan.

Person specification

It is important that, through your CV and supporting statement in your application, you give evidence and examples of proven experience of each of the following selection criteria in **PART ONE** as far as you can. Candidates progressing to the longlisted stage will also be assessed against the criteria in **PART TWO**.

PART ONE – Experience

- Be CCAB (ACA/ACCA/CIMA/CIPFA) or equivalent qualified and an experienced accountant.
- Strong public sector experience, to be accustomed to public sector governance and working with Audit and Risk Committees/Boards.
- Have excellent stakeholder management and relationship building skills and be able to achieve strong working relationships with the Board as well as other internal and external colleagues through excellent communication and influencing skills.
- Extensive senior-level experience in financial management
- Experience of interaction with Government department/s.
- Proven experience of leading multi-discipline functions in large scale organisations and creating high performing teams.
- Be able to juggle numerous responsibilities and time-sensitive projects.
- Demonstrate good commercial acumen and business development.
- Proven experience of corporate governance.

PART TWO – Skills and Attributes

Championing BTA's purpose and values:

- Engage with the VisitBritain and VisitEngland's strategy, purpose and values and can demonstrably contribute towards delivering these.
- Remain focused on a clear goal in all actions and decisions and openly articulate this to your team colleagues.

Being the Best:

- Have good knowledge of Britain's tourism product and performance and our business and constantly update your skills and knowledge.
- Help to share your and other VisitBritain/VisitEngland colleagues' expertise with external organisations and individuals.
- Continually remember that we are a public body which needs to deliver and demonstrate value and probity in everything we do.

Working Together:

- Have an open-minded and 'can do' attitude which encourages innovation, embraces change, and displays resilience against adversity.
- Participate fully as a team member in building an atmosphere of openness, honesty, respect, co-operation, and fun.
- Are visible, approachable, accountable, and available.

Serving our customers:

- Have an effective relationship with all your customers and meet their expectations.
- Continually look for opportunities to work in partnership with other teams and/or external organisations.
- Inspire and empower other people by demonstrating trust, openly valuing their expertise, and clearly stating your expectations.

1. Where is the post located?

We have hubs in Birmingham and London and operate on a Locate for You Day principle whereby you can determine the best place of work depending on business needs and personal circumstances. The successful candidate will need to undertake visits in all locations when necessary to meet key stakeholders, including London.

2. Do I need to be a UK national to apply to this post?

We welcome applications from all nationalities. — you must be able to demonstrate that you have the right to work within the UK without restriction if you are longlisted for interview.

3. Will you provide sponsorship for working in the UK?

Yes, sponsorship for a Skilled Worker Visa may be considered, subject to meeting the required visa-qualifying criteria which can be found at: <https://www.gov.uk/skilled-worker-visa>.

All applications will be considered fairly, based on the required attributes set out in the candidate recruitment pack.

4. Do you offer a Guaranteed Interview Scheme for disabled applicants?

Yes, disabled applicants who meet the essential selection criteria stated in the person specification are

guaranteed an interview. The final selection will be on merit. If you wish to claim a guaranteed interview under the Disability Confident Scheme, you should complete the Disability Confident Form downloadable from the Veredus website: www.veredus.co.uk.

5. What reasonable adjustments can be made if I have a disability?

We are committed to making workplace adjustments to support disabled applicants and ensure that they are not disadvantaged in the recruitment and selection process.

If you have a need for a reasonable adjustment or would like to discuss your requirements regarding this in more detail, please email us at julie.henrick@veredus.co.uk in the first instance.

6. Can I claim back any expenses incurred during the recruitment process?

No, we will not reimburse any travel, food, or sundry costs, except in exceptional circumstances and only when agreed in advance.

7. Will you offer any relocation package to the successful candidate?

No, we do not provide relocation packages either within the UK or to the UK.

8. Will I be required to undertake security and financial integrity checks?

Yes, successful applicants will undergo an Enhanced Disclosure and Barring Service (DBS) check prior to starting with the organisation.

9. What should I do if I think that I have a conflict of interest?

Candidates must note the requirement to declare any interests that might cause questions to be raised about their approach to the business of VisitBritain and VisitEngland and to an Arm's Length Body.

If you believe that you may have a conflict of interest, please email julie.henrick@veredus.co.uk before submitting your application.

10. Will this role be overseen by the Civil Service Commission?

No, but we are accredited by the [Civil Service Commission](http://www.civilservice.com).

11. What do I do if I want to make a complaint?

Under the Civil Service Commission principles, the selection of candidates must be on merit and based on fair and open competition.

If you think that your application has not been treated in accordance with these principles, you can make a complaint to the Recruitment Business Partner by writing to Recruitment@visitbritain.org. If you are dissatisfied with the response of the Recruitment Business Partner, you can make a complaint to the [Civil Service Commission](http://www.civilservice.com).

How to apply

VisitBritain has appointed Veredus as an executive search firm for this appointment and they will manage the campaign.

VisitBritain is committed to being a diverse and inclusive organisation and we welcome applicants from all backgrounds. We are looking for people with a range of skills, experience, and knowledge.

To apply for this post, you will need to submit the following documentation, via the Veredus website – www.veredus.co.uk, quoting the reference number: **15701 – VisitBritain: Finance Director.**

1. A **CV** setting out your career history, with key responsibilities and achievements. Please ensure you have provided reasons for any gaps.
2. A **Supporting Statement** (around two pages) outlining how you consider your personal skills, qualities and experience provide evidence of your suitability for the role.
3. A completed **Diversity Monitoring Form** (Annex B). All monitoring data will be treated in the strictest confidence, will not be provided to the selection panel, and will not affect your application in any way. If you do not wish to provide a declaration on any of the characteristics, you will have the option to select 'prefer not to say'.
4. A completed **Candidate Supporting Information Form** (Annex C).
5. A completed **Disability Confident Form** – if applicable (Annex D).

Word versions of the Forms can be found on the Veredus website under 15701 Supporting Documentation for ease of completion.

All submissions will receive an automated response. If you do not receive confirmation of receipt when submitting your application, please contact us on 020 7932 4236.

At Veredus, we take care to protect the privacy of our candidates and clients. To read more about how we collect, store, and share your data please read our privacy notice which can be accessed here:

www.veredus.co.uk/privacy-and-cookies

Veredus will update you once the selection panel have reviewed all the applications after the closing date.

Further Information:

If you have any questions about the role or would like to discuss the post further, please contact our advising consultants at Veredus:

Meghan Knight: meghan.knight@veredus.co.uk

Karl Robson: karl.robson@veredus.co.uk

Antony Harvey: antony.harvey@veredus.co.uk

Longlist announcement: To Be confirmed

Preliminary interviews: Post longlisting

Shortlist announcement: To be confirmed

Informal discussions/assessment(s): Post shortlisting

Final panel interviews: To be confirmed

Fireside chats: To Be Confirmed

Closing date: 23:55pm 19th May 2024

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VisitBritain/VisitEngland, 3 Grosvenor Gardens, London, SW1W 0BD

