**Board Director Vacancy at Visit Pembrokeshire**

Visit Pembrokeshire (VP) is the official Destination Management Organisation (DMO) for Pembrokeshire and a business led partnership responsible for coordinating delivery of the [2024-28 Destination Management Plan ( DMP).](https://www.visitpembrokeshire.com/collections/pembrokeshire-destination-management-plan)  Our aim is to grow tourism sustainably for the benefit of all and to make Pembrokeshire a **Top 5 UK destination choice.**

Visit Pembrokeshire’s main activities include:

• Tourism leadership and advocacy

• Destination marketing

• Campaign and project delivery

• Industry liaison and support

• Research & intelligence

• Event support

We currently have a vacancy for one Director from Pembrokeshire’s tourism economy who would contribute to

raising the profile of the county, its tourism offering and help to deliver Visit Pembrokeshire’s strategic objectives.

Excellent communication skills along with networking and relationship-building skills are important strengths to bring to the role as well as diplomacy and a sound understanding of the county’s tourism economy.

We are particularly interested in individuals with experience in:

* Membership growth.
* Human resources.
* Finance, legal and business development.
* Sustainability, carbon reduction and climate resilience.

Board Directors representing the private tourism sector will need to be members of Visit Pembrokeshire and must be proactive, have passion, commitment, drive and presence to contribute to promoting Pembrokeshire effectively and to fostering partnership working across tourism sectors alongside attending bimonthly Board meetings.

**APPLICATION**

Please complete the attached application form and return it to emma.thornton@visitpembrokeshire.com  
  
Shortlisted candidates will be interviewed by a panel, either in person or electronically, as the situation allows. The final deadline for applications is **2nd July 2025.**

**DESCRIPTION – BOARD DIRECTOR**

TITLE: Board Director

REPORTING TO: Chair 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 Pembrokeshire’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 whole tourism sector in Pembrokeshire
* 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**

* Tourism sector knowledge – either directly or indirectly
* Experience in membership growth, HR, PR & events, finance, legal or commercialising organisations
* A reputation for integrity and credibility
* Ability to speak Welsh (desirable, but not essential)
* Owner/partner/CEO of organisation within Pembrokeshire’s economy (desirable)
* The Board Director must accept and support a culture of openness and debate
* Member of Visit Pembrokeshire (if you are not already this will need to be completed if you are successful in your application)

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**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 Visit Pembrokeshire in implementing the strategic action plan of the company
* To foster and encourage the best possible working relationships between the Board, staff 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 Visit Pembrokeshire membership and Visit Pembrokeshire in general 
* To ensure willingness and time commitment to attend meetings and serve on at least one working group:
  + Approx.6 board meetings
  + working-group meetings – occasional as and when required
  + annual AGM & some additional networking events
* 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 Pembrokeshire 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 reasonable travel expenses incurred for taking part in Visit Pembrokeshire activities (excluding board meetings) or attending events on behalf of Visit Pembrokeshire can be reimbursed (when pre-approved by the chair).

**BOARD OF DIRECTORS APPLICATION FORM**

Thank you for your interest in joining the Visit Pembrokeshire Board.

The following information will be shared amongst the panel for review.

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Home Phone Number: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Mobile number: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Your email address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Name of Business: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Are you currently a member of Visit Pembrokeshire (formerly Pembrokeshire Tourism)

|  |  |  |
| --- | --- | --- |
| * Yes | * No |  |

Briefly describe why you would like to join our Board of Directors and what skills you could offer:

CONT...

What would you like to get for yourself out of your participation on the Board, e.g., what types of experiences, skills to develop, interests to cultivate for you, etc.?

If you join the Board, you agree that you can meet all the requirements for attendance etc. as outlined in the above document (board director – description), and that you do not have any conflict-of-interest in participating on the Board.

**Your Signature:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ **Date:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

If you are not selected as a member of the Board, or if you decide not to join, would you like to be a volunteer to assist our organization in various ways that match your skills and interests?

|  |  |  |
| --- | --- | --- |
| * Yes | * No | * Perhaps |