



DESTINATION MANAGEMENT
& PROMOTION

Job Description

Job Title:	Head of Business Planning		
Grade:	CV One Band 1 Executive Management		
Section:	Business Planning Department	Responsible to:	Chief Executive
Location:	1 Castle Yard		

MAIN PURPOSE OF THE JOB

To analyse and evaluate the Company's financial and operational performance to provide strategic direction in respect of future business planning, with especial regard to expenditure and income streams.

KEY TASKS AND RESPONSIBILITIES

1. To identify and target opportunities for increased efficiency, return on investment and performance improvement in existing operations.
2. To oversee the financial accounting and company secretarial functions to ensure compliance with regulatory and legal requirements.
3. To identify, develop and exploit additional opportunities for income / profit generation through both public and private sector channels.
4. To represent the Company as the key account manager in the pursuit of major sponsorship and partnership deals.
5. To manage market research and performance monitoring programmes to measure and evaluate key industry sectors and Company KPIs.
6. To utilise this data to inform strategic planning decisions and the deployment of resources.
7. To develop and continuously improve an effective ICT strategy and robust operational systems to maximize the efficiency and impact of Company communications and minimise risk.
8. To support the Chief Executive in the production of the annual business plan.
9. To carry out any other duties required by the Chief Executive or CV One board which are consistent with those listed above and appropriate to the title and grade of the post.

Name _____

Signed _____

Date _____