

Job Profile

Job Title:	Non-Executive Chair Visit Kent and Invest Kent
Location:	Maidstone, Kent (with travel across Kent, nationally and internationally as required)
Remuneration	£20,000 allowance
Contract Type:	2-year fixed term independent contract for services, 4 days per month

Purpose of the Role

To provide strategic leadership as Non-Executive Chair for a newly formed function that integrates Kent & Medway's visitor economy and inward investment functions. The postholder will be the public face of the services, driving growth and commerciality, fostering partnerships and positioning Kent & Medway as a premier destination for visitors and investors.

Key Responsibilities

1. Strategic Leadership
 - Develop and articulate a clear vision and long-term strategy for Kent & Medway's visitor economy and inward investment.
 - Align objectives with regional and national priorities, including those of Visit England and other key stakeholders.
 - Ensure delivery of measurable outcomes that contribute to Kent & Medway's economic growth.
 - Chair the 'Grow in Kent' oversight board and provide strategic leadership and inspiration to the existing multidisciplinary team.
2. Stakeholder Engagement
 - Act as the primary ambassador for Kent & Medway with public and private sector partners, investors and tourism bodies.
 - Build and maintain strong relationships with local authorities, businesses and national agencies.
 - Represent Kent & Medway at high-profile events, conferences, and forums nationally and internationally.
3. Investment & Growth
 - Identify and secure inward investment opportunities that align with Kent & Medway's economic development goals.
 - Promote Kent & Medway as an attractive destination for tourism and business investment through targeted campaigns and partnerships.
 - Work closely with marketing teams to develop Kent & Medway's brand reach as a visitor and investment destination.

4. Credibility & Influence
 - Establish Kent & Medway as a trusted and innovative player in the visitor economy and investment landscape.
 - Influence policy and funding decisions at regional and national levels.

Person Specification

Essential Criteria

1. Qualifications & Knowledge
 - Significant senior level experience in economic development, tourism, business management and commercial growth or a related field.
 - In-depth understanding of the visitor economy, inward investment and regional economic growth strategies.
 - Significant knowledge of national tourism and investment frameworks (e.g., Visit England, Department for Business and Trade).
 - Significant knowledge of Kent's economic landscape and key growth sectors.
 - Significant experience of engaging with Central Government Departments.
2. Experience
 - Proven track record of leading strategic initiatives in economic development, tourism, and/or investment promotion.
 - Demonstrable experience in building credibility with senior stakeholders, including private investors and public sector bodies.
 - Significant experience in developing and delivering high-impact strategies and measurable outcomes.
 - Strong background in partnership working across public and private sectors.
 - Experience of working with national tourism bodies and international investors.
 - Experience in brand development and destination marketing.
3. Skills
 - Exceptional strategic leadership skills.
 - High-level influencing and negotiation skills.
 - Strong commercial acumen and ability to identify and secure investment opportunities.
 - Excellent communication and presentation skills, including public speaking at senior forums.
 - Ability to manage complex stakeholder relationships and navigate political environments.

Personal Attributes

- Visionary and strategic thinker with the ability to inspire confidence.
- Highly credible and professional in all interactions.
- Collaborative, adaptable and results driven.
- Resilient under pressure and able to manage competing priorities.

Key Relationships

- Kent and Medway Council internal: Elected Members and senior leadership teams across Kent County Council and Medway Council. Officers across culture, heritage, tourism, economic development, regeneration, skills, planning, digital, marketing and communications teams.
- External: Visit England, LVEPs, Government departments including Department for Culture, Media and Sport & Department for Business and Trade, Elected Members, senior leadership teams and officers across Kent Districts. Private investors, business networks, commercial developers, professional services etc. Visitor sectors including both private and public: Experiences & attractions, food & drink, transport and travel, accommodation, heritage, culture, sport, education, skills and nighttime economy.

Performance Measures

- Delivery of strategic plan and agreed KPIs
- Growth in visitor numbers and tourism spend
- Volume, value and quality of inward investment secured and jobs created
- Stakeholder satisfaction and engagement levels

Additional Information

- This role requires regular travel across Kent and some national/international travel.
- Flexible working arrangements available.