



JOB DESCRIPTION AND PERSON SPECIFICATION

Job title	Chief Executive
Reporting to	Chair of CMSL Board
Direct reports	Head of Technical Operations Commercial Manager Land Manager Health and Safety Manager Finance Manager HR Manager Head Chef
Location	Aviemore
Duration	Permanent

Key responsibilities

Strategic management

- Establish high quality business strategies and plans and the supporting culture and values of the business whilst understanding the role of the business in supporting the local economy and wider tourism and snowsport sectors.
- Build trusting relationships with key partners and stakeholders in a local, regional and national context, in particular the community around Badenoch and Strathspey and those active in outdoor sports, protecting the environment, and the tourism and hospitality sector.
- Long-term planning for business success and sustainability, in line with the Cairngorm Masterplan, whilst also delivering short-term priorities.
- Fulfil the strategic obligations to Highlands and Islands Enterprise in relation to the Cairngorm Masterplan and Operating Agreement.

Performance management

- Leadership – lead by example and motivate others to drive the business forward as a dynamic, ambitious workplace where creativity is encouraged and staff are fully bought into the direction of the organisation.

- Performance – implement a professional, commercial approach across the business, driving revenue, moving the business towards sustainability and maximising its contribution to the local economy.
- People – lead and develop a high performing management team.
- Finance – make high quality investment decisions to strengthen and grow the business; analyse financial information to ensure commercial and operational efficiency.
- Marketing – develop and implement strategic and practical marketing plans to increase footfall by promoting Cairngorm Mountain as a key Scottish attraction appealing to a broad range of customers throughout the year.
- Environment – ensure diligent management of the estate environment and provide leadership for Cairngorm Mountain and the wider regional economy to meet the net zero aspirations.

Operational management

- Business – effective and efficient leadership and management of business operations on a day-to-day basis.
- Communication – ensure exceptional written/spoken communication; and be an exemplar in dealing with public and media relations.
- Governance – contribute to the review and implementation of an evolving operating and governance model, working with the parent company and ensure timely reporting requirements to Highlands and Islands Enterprise and the CMSL Board.
- Health and safety – understand and implement all health and safety obligations, policies, and best practice in all areas.
- Visitor attraction and products – understand commercial practice and application, ensuring excellent visitor experience.
- Human resources – oversee the management of staff; encourage employee engagement; adopt effective recruitment and selection; understand employment legislation, procurement legislation and company policies.
- Risk management – undertake risk assessments and use this tool where necessary to create opportunities with clear mitigation measures.
- Advice / guidance – give advice and guidance to colleagues and stakeholders and be receptive to receiving advice and guidance from them, with a commitment to effective listening.

Outcomes

- Evolve Cairngorm Mountain into a thriving and sustainable business contributing to the wider economy of Badenoch and Strathspey.
- Contribute to delivery of the Cairngorm Masterplan – including leverage of new opportunities and external finance.
- Contribute to the work of the outdoor sports and tourism sectors by engaging with lead bodies and influencing the development of strategic areas of importance for the sectors.
- Work effectively with a broad range of stakeholders, including local residents and businesses, public sector partners and organisations involved in tourism, outdoor sports and the environment.
- Work with partners to evolve the policies and procedures in place for the effective economic, social and environmental management of Cairngorm Mountain.

Salary and benefits

The salary for the post is £85,000 per annum.

This post comes with a competitive benefits package including contributory staff pension arrangements, generous annual and special leave entitlements, flexible working and a variety of staff benefits, e.g., complementary family ski day passes, retail and catering subsidies and other staff discounts.

A relocation package of up to 8% of starting salary may be offered to the successful candidate, dependent on circumstances.

Cairngorm Mountain (Scotland) Ltd (CMSL)

CMSL is a significant business in the Scottish tourism and outdoor recreation sector. Located within the Cairngorms National Park, the company oversees one of Scotland's genuinely iconic and highest altitude destinations, offering a mix of winter sports, year-round mountain access and excellent environmental standards.

CMSL manages diverse activities including ski and snowboarding facilities, the funicular railway, mountain biking and carting, snowsports equipment rentals, retail outlets and food and beverage facilities. While the focus in winter is on skiing and snowboarding, during the rest of the year, the resort offers guided walks, carting, biking, playpark and wildlife experiences.

CMSL is a cornerstone of the local economy, attracting domestic and international visitors and supporting jobs in both the resort and surrounding communities. As part of its mission, CMSL contributes to Scotland's broader tourism objectives by fostering year-round appeal and environmental tourism.

Situated in a protected and sensitive mountain environment of stunning natural beauty, CMSL operates under strict ecological guidelines and is committed to environmental protection and enhancement across the resort. In addition, the company is focused on minimising its carbon emissions through sustainable practices.

CMSL is a subsidiary of development agency Highlands and Islands Enterprise (HIE), reflecting public sector involvement in its strategic governance. This structure underscores its dual mandate to operate commercially whilst ensuring long term community and environmental benefits. More information on HIE and its activities can be found online at www.hie.co.uk

Cairngorm Mountain Masterplan: a mountain for all

The prime objective of the Cairngorm Mountain Masterplan 2020-25 is to optimise Cairngorm's potential in a sustainable way for the benefit of present and future generations. Both HIE and CMSL are committed to respect, sustain, and enhance Cairngorm as a world-class mountain environment where nature thrives and people of all ages and abilities enjoy access to outdoor sport, recreation and education opportunities in every season of the year.

The masterplan is designed as a framework to inform future development plans and support delivery of a suite of strategies that include: stabilising the resort business with a sustainable, all-year operating model; providing an excellent visitor experience; establishing a new Scottish centre for the mountain environment, outdoor activities, and ecology and habitat restoration.

The Masterplan is online at www.hie.co.uk/cairngorm

Person specification

Essential criteria

- Proven hands-on management and leadership experience at senior level, with strong customer focus and the highest standards of professional excellence
- Significant experience of working with a board, building confidence in the work of the organisation
- Strategic and operational planning skills, with the ability to prioritise work and objectives by using resources effectively and efficiently
- Track record of success in developing and delivering creative and innovative approaches to complex challenges
- Significant experience of leading, motivating and managing a delivery-focused team
- Commercial understanding to make high quality investment decisions
- Awareness of environmental protection measures applicable to Cairngorm Mountain
- Experience of ensuring the organisation complies with legal, corporate governance and business ethics
- Experience in managing effective marketing activity, stakeholder engagement and media relations
- Qualification at degree level or demonstrable equivalent work experience

Desirable criteria

- Politically astute, with the resilience and ability to operate under high levels of scrutiny
- Experience of working in/with innovative businesses in tourism and leisure sectors
- Proven effectiveness in influencing senior leadership colleagues across the private and public sectors
- Excellent knowledge of economics, economic development, and place-making
- Knowledge of the markets and industry trends relevant to CMSL

Personal attributes

- High degree of personal and professional integrity
- Strong personal motivation and resilience
- Excellent situational leadership skills coupled with good judgement
- Excellent practical problem- solving skills and creativity
- Engaging communicator
- Full UK Driving licence