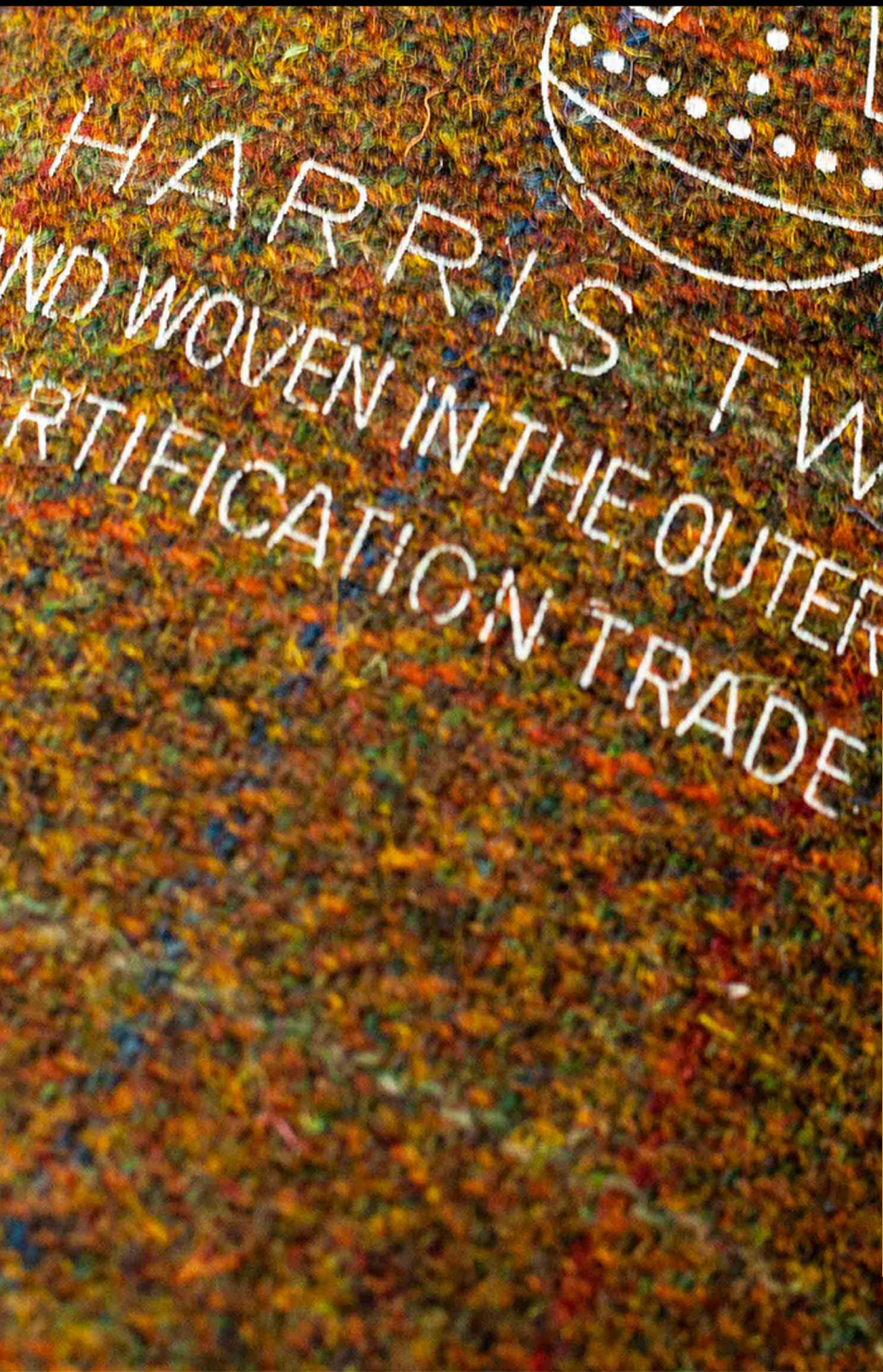




RECRUITMENT PACK – CHIEF EXECUTIVE OFFICER



HARRIS TWEED AUTHORITY

October 2024

CHIEF EXECUTIVE OFFICER RECRUITMENT PACK

WELCOME FROM THE BOARD

Dear Applicant,

The Harris Tweed industry is unique, and it is very special to the people of the Outer Hebrides. It is special also to the millions of customers around the globe who value the quality, history and heritage of our island's handwoven fabric. To those who work in and serve the industry, to do so is greatly more than simply a job. Rather, it is also a key part of our culture and heritage.

The Harris Tweed Authority (HTA) Board, appointed by the Sherriff Principal for the Highlands & Islands & Aberdeenshire, and comprised of ten non-executive unremunerated Directors from across business and the communities of the Outer Hebrides are seeking to appoint an exceptional leader to the post of Chief Executive. This is a rare opportunity to shape and lead a statutory public body with its remit enshrined in law to protect and promote the Harris Tweed industry.

The Board seek applications from highly motivated innovative strategic thinkers who are exceptional communicators and who are able to form strong relationships with stakeholders and other partners. Objectivity, impartiality and independence are absolutely vital personal characteristics and criteria for this important role as guardian of the Orb Trademark.

Please do make an approach for an informal discussion if you are interested in this role and wish to learn more about the work of the HTA and the role of the CEO specifically.

We look forward to hearing from you and receiving your application.

Norman L Macdonald
HTA Chairman

WORK WITH US

The HTA operates with a small intimate team of non-executive Directors and staff members who work together to oversee the objects of the 1993 Harris Tweed Act of Parliament. HTA staff are required to be generalists in many aspects of administration, project and brand management. The nature of the work requires the team to work closely and constructively with all stakeholders in the Harris Tweed industry, trade customers, textile sector partners, public sector and Government agencies. The nature of the work and the Harris Tweed brand requires that HTA staff offer exceptional customer service, high quality accurate information and complete discretion. The work is both high level, strategic and global whilst at other times, it can be very operational, grounded and local. Staff comment on the variety and diversity of the work, a sense of importance and value in serving our local community and doing work that matters.

The HTA culture is one of trust, cooperation and autonomy. There is a shared goal of being ambassadors and to never bringing the Harris Tweed industry into disrepute or dishonour. Staff feel a strong sense of responsibility to ensure the industry is still here and healthy for future generations in the same way it has been protected for today's generation of Harris Tweed workers.

MISSION, VISION, AND VALUES

The HTA, as custodian of the Harris Tweed industry's IP and brand is entirely focused on overseeing the core values and definition of the Harris Tweed Act. In its decision making, the HTA is required to always consider and balance the social, cultural and economic values of the industry.

The HTA places the greatest importance on maintaining its integrity and the highest level of objectivity and independence towards always ensuring the long term best interests of the Harris Tweed industry.

OUR STORY

The weavers of the Outer Hebrides have played a central role in the success and legacy of the Harris Tweed industry. As demand for the fabric grew in the early 1900s, local weavers rose to meet it, contributing their craftsmanship to a global market. Recognising the need to protect the integrity of Harris Tweed, a certification system was established in 1906, ensuring only genuine Harris Tweed would carry the iconic Orb and Maltese Cross trademark. This protection allowed the industry to flourish, with weavers at the heart of its production, creating a lasting heritage that continues today.

The Harris Tweed industry enjoys a unique co-dependent structure whereby no one core stakeholder (mills/weavers/HTA) in the industry can operate without the co-operation of the other two. This structure requires respect for each partner's respective role and the ability to mediate and negotiate when challenges arise. The HTA's role in the structure is to bring absolute authenticity, protection, and story to this ancient craft industry.

OUR FUTURE

The Harris Tweed Act itself is 31 years old and the wider Harris Tweed industry is constantly required to evolve to meet the needs and demands of its customers. The HTA must find the balance between listening to and considering these needs and demands and if required, have the confidence to assert its rights to protect the core definition characteristics of the Certification Mark. The key role of HTA CEO is pivotal to shaping the future of the Harris Tweed industry.

WHAT WE DO

Promotion and Protection: The Harris Tweed Authority enforces the Harris Tweed Act, ensuring that only tweed produced in the Outer Hebrides can be labelled Harris Tweed.

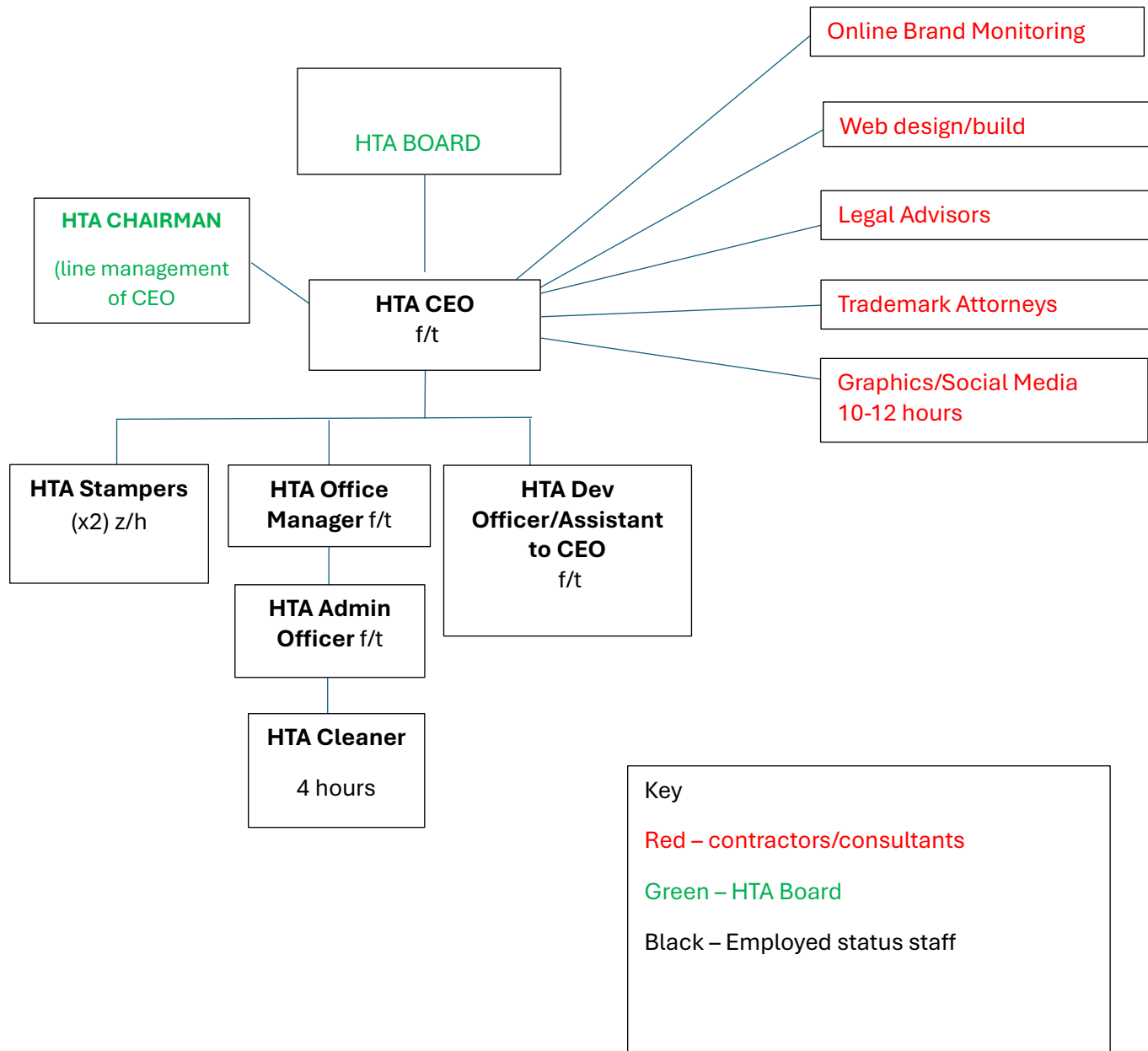
Quality Control: We maintain stringent quality standards for the weaving, finishing, and overall production process.

Industry Support: We work closely with weavers, designers, and global partners to promote Harris Tweed and ensure its sustainability.

Market Development: The Authority is dedicated to expanding the presence of Harris Tweed in both traditional and emerging markets.

OUR STRUCTURE

The Harris Tweed Authority is governed by a Board of Directors who guide the strategic direction of the organisation. The Chief Executive Officer reports directly to the Board and is responsible for overseeing day-to-day operations, driving strategic goals, and representing the Harris Tweed industry globally. The CEO will lead a dedicated team of staff and professional advisers, including marketing, quality control, and industry relations.



RECRUITMENT TIMETABLE AND PROCESS

- Application Deadline: Friday 25 October, 8pm
- Shortlisting: Tuesday 29 October
- First Interviews: 7 November
- Final Interviews: 12 November
- Appointment Announced: 18 November

INFORMAL ENQUIRIES

For an informal discussion about any aspect of this role please contact Claire Smith, Orbit Agency, claire@orbit.agency and she will arrange for a confidential, no obligation call at a mutually convenient time.

HOW TO APPLY

Please submit by email to Claire Smith, Orbit Agency, a letter of application outlining your suitability for the post, along with a current CV, maximum three A4 sides.

Applications must be received by Friday 25 October, 8pm

claire@orbit.agency

QUESTIONS?

No query is too small or not worth asking, so please get in touch with Claire at any time. All enquiries are dealt with in the strictest of confidence.

Shortlisted candidates will be contacted within one week of the application deadline. All applicants will receive a response from Orbit Agency.

JOB DESCRIPTION & PERSON SPECIFICATION

Position	CHIEF EXECUTIVE OFFICER
Location	Stornoway Town Hall, plus off island travel
Reporting To	Chairperson of the Board
Time Commitment	37.5 hours per week
Salary	Executive salary, commensurate with experience
Employment Contract	Permanent
Annual Leave	28 days per annum (inclusive of public holidays)
Benefits	<ul style="list-style-type: none"> • Private Pension Scheme – 10% employer contribution • Death in Service Scheme • Private Health Insurance • Cycle to Work Scheme • Annual Harris Tweed Garment Allowance
Role Objectives	<p>The Harris Tweed Authority (HTA) seeks a dynamic and experienced Chief Executive Officer (CEO) to lead and protect the globally renowned Harris Tweed brand. This role is pivotal in safeguarding the Harris Tweed trademark and promoting the wider industry, ensuring its legacy, independence, and integrity remain intact. The CEO will balance legal and commercial pressures, skilfully manage key relationships, and be the voice and ambassador for Harris Tweed on an international scale.</p> <p>The role focuses on the following key objectives:</p> <ol style="list-style-type: none"> 1. To manage, co-ordinate, implement and monitor the statutory obligations of the Harris Tweed Authority in relation to the Harris Tweed Act 1993; 2. To manage the staffing, financial and physical resources of the Harris Tweed Authority and lead on a clear vision on strategy and policy matters; 3. To represent the Harris Tweed Authority at external events and provide support throughout the wider industry, promoting the interests of the Authority via media and other forums. Regular press/media engagement.

Main Responsibilities

1. Brand Protection:

- Ensure the legal protection of the Harris Tweed trademark, safeguarding it from infringement globally.
- Manage trademark issues, including legal actions and strategic responses to threats against the brand.
- Oversee governance processes and ensure compliance with legal frameworks.

2. Promotion & Public Relations:

- Act as the key spokesperson and ambassador for Harris Tweed, preserving the brand's cultural, social, and economic significance.
- Represent the HTA at public, media, and industry events to enhance the visibility and understanding of the Harris Tweed story.
- Collaborate with media, marketing agencies, and stakeholders to deliver cohesive brand messaging.
- Fronting press and media engagement, hosting, comfortable doing TV/Radio/media interviews

3. Stakeholder Management:

- Build and maintain strong relationships with a wide range of stakeholders, including weavers, mills, government bodies, and international partners.
- Maintain neutrality and integrity when navigating competing commercial interests within the Harris Tweed industry.
- Facilitate constructive dialogue between stakeholders to ensure the industry thrives while adhering to the legal standards of the Harris Tweed Act.

4. Strategic Leadership & Governance:

- Provide visionary leadership, setting clear objectives for the HTA to maintain and strengthen the Harris Tweed brand.
- Report regularly to the Board of Directors on the progress of strategic initiatives, legal matters, and organisational performance.
- Leadership of the Harris Tweed Educational Trust whose remit is to carry out educational functions, and operates the Harris Tweed Story Room

5. Legal & Compliance Oversight:

- Lead the compliance management of the Harris Tweed trademark, with the support of our legal advisers, overseeing trademark registrations, renewals, and enforcement actions.
- Ensure the HTA operates within relevant laws and regulations, both domestically and internationally.

6. Quality Control & Process Management:

- Oversee the quality assurance processes to maintain the traditional and exceptional standards of Harris Tweed production.
- Work closely with production partners to ensure that the brand's reputation for excellence is upheld.

7. Team Leadership & Development:

- Lead and develop the small internal team and manage external consultants, including legal, financial, and branding specialists.
- Foster a culture of professionalism, innovation, and collaboration within the organisation.

8. Resource Management:

- As the custodian of the Harris Tweed brand, the CEO will be responsible for ensuring the Authority is resourced effectively to meet its strategic goals and protect the heritage of Harris Tweed. This includes careful stewardship of financial and human resources, alongside the cultivation of partnerships to enhance internal capacity.
- Financial Stewardship & Budgeting: The CEO will undertake meticulous financial planning and budgeting to ensure the Authority's sound financial footing. This includes monitoring key income streams, prudently managing expenditures, and forecasting future financial needs. By maintaining suitable staffing levels and leveraging external expertise, the CEO will ensure the Authority has the resources required to protect and promote Harris Tweed globally.
- Programme & Project Delivery: Continuing to refine and strengthen operational processes is essential to safeguarding the future of Harris Tweed. The CEO will oversee the development of project management systems, ensuring that initiatives supporting the industry are effectively applied. By maintaining strong risk management systems and implementing business continuity measures, the CEO will ensure the Authority's resilience in the face of challenges, safeguarding the heritage and future of the iconic Harris Tweed brand.

<p>Qualifications & Experience</p>	<ul style="list-style-type: none"> • Proven experience in a senior leadership role, ideally as a CEO, Managing Director, or similar in a branding or legal-focused environment. • Demonstrable experience managing complex stakeholder relationships, ideally within a commercially sensitive and legally regulated industry. • Experience in promoting and positioning a brand of quality and recognition to a national audience • Knowledge of governance, quality control, and process management within a regulated industry. • A background in marketing, PR, or communications is desirable, with a passion for storytelling. • Confidence / understanding in liaising with the legal team advisors to ensure trademark protection and infringement.
<p>Skills & Attributes</p>	<ul style="list-style-type: none"> • <i>Leadership:</i> Strong leadership abilities with a track record of driving organisations forward while fostering collaboration. • <i>Legal Understanding:</i> Solid understanding of trademark law and its application in protecting intellectual property, supported by our legal team. • <i>Stakeholder Management:</i> Ability to build and maintain relationships with a wide range of stakeholders, balancing commercial pressures with brand integrity. • <i>Communication:</i> Exceptional communication and storytelling skills, capable of being the voice of the Harris Tweed brand globally. • <i>Decision Making:</i> Commercially neutral, astute decision-maker who can maintain independence and impartiality in a competitive environment. • <i>Cultural Awareness:</i> Appreciation for the social, cultural, and economic significance of Harris Tweed, with an ability to communicate this effectively. • <i>Autonomy:</i> Capable of operating independently and with a high degree of self-direction, reporting to the Board of Directors. • <i>Probity:</i> strong sense of right and wrong in all situations.