

Job Description: Secretary General

GREAT SPA TOWNS *of Europe*

The Great Spa Towns of Europe (GSTE) is a World Heritage Site comprising 11 famous historic spa towns and cities in seven countries. The Great Spa Towns; in Austria, Belgium, Czech Republic, France, Germany, Italy and the United Kingdom, represent a unique cultural phenomenon which reached its height in the 18th and 19th centuries, as a particular urban type and form. As a World Heritage Site, it has been given global recognition as a unique phenomenon which helped to shape the Europe we know today.

With its inscription on the World Heritage List on the 24th July 2021 the project has successfully achieved a milestone and a new beginning. After the successful nomination, new questions and tasks arise for this transnational European project. Responding to these requires a politically and diplomatically adept, and at the same time an intellectual personality and character. The positive development of the project essentially depends on their ability to initiate result-oriented processes to manage (planning, monitoring, controlling) these tasks to bring people from various backgrounds together. The spectrum of both cultural and administrative activities of a pan-European project create a unique job description for an ambitious applicant interested in the European context.

The successful candidate will represent the GSTE to external bodies requiring a proven track record in advocacy, presentation and communications and experience in public relations. Extensive managerial experience at a senior level in business, consultancy, public service, an international body or a NGO is desirable.

Summary of Main duties

General

- **To provide expert advice and support** to the Association of The Great Spa Towns of Europe (GSTE) and others on the relationship with UNESCO and other key bodies concerned with WorldHeritage status.
- To be the **first point of contact** for the GSTE and the public on World Heritage matters. To be the first point of contact between the GSTE and the State Parties and with other bodies such as UNESCO and ICOMOS.
- **To be a champion for the GSTE World Heritage Site.** Giving public talks, attending conferences and events, contributing to press stories, providing a visible presence and high profile for the GSTE, maintaining the network of the GSTE.
- **To organise and run the GSTE.** Duties to maintain an active group with appropriate partners, arranging regular meetings and providing agendas, minutes, etc. for 6-8 meetings per year.
- **To undertake general management duties.** As the Secretary General of the GSTE to take part in activities including recruitment of staff/consultants, complaint handling, forward planning, budget handling, development days, etc.
- **To identify funding opportunities.** To create partnerships with external bodies and ensure good relations exist between these bodies and the GSTE, and to identify potential new collaborative projects and funding opportunities.

Projects

- **Overarching Management Plan.** To draft the World Heritage Site Property Management Plan (PMP), to manage the adoption of the plan through public consultation and in exchange with the Local Site Managers of the GSTE component sites, and to review the plan on a regular basis.
- **Implementation and monitoring of the PMP.** To work to ensure the actions within the Plan are delivered. To regularly monitor the performance of the Plan and to ensure UNESCO periodic Monitoring is undertaken.
- **Cooperation with Local Site Managers.** To ensure the adoption of the Local Management Plans (LMPs) together with the Local Site Managers of the GSTE, management of consultants and managing the budget. To chair the Site Manager's Group.
- **European Historic Thermal Towns Association.** To act as a lead officer for the GSTE with regard to membership of EHTTA, including management of any approved joint budget. To attend meetings as necessary.
- **Major Funding projects.** To respond to EU calls for proposals, working in partnership with component sites and external partners as appropriate and seeking private sector sponsorship opportunities.
- **To deliver new GSTE World Heritage Interpretation programmes** in consultation with the Site Managers.
- **Strategic Planning Documents.** To engage with and provide expert advice to planning colleagues in the preparation of planning documents including the Property Management Plan and Local Management Plans if invited to do so, e.g., World Heritage Setting Studies, Tall Buildings Strategies, etc.
- **Branding.** Commission new branding, graphic design and design manuals for GSTE WHS.

Outreach/Promotion/Training

- **Provide training for members & others.** Periodic training as necessary, especially for mayors, councillors, site managers, tourism managers on all matters to do with World Heritage.
- **Website.** Maintain the GSTE World Heritage web pages. Update as necessary through hosting agents and the GSTE Marketing Coordinator.
- **World Heritage Day.** Working with the component sites, coordinate public events and ensure that these activities are promoted.
- **Organise visits** as necessary, for professionals, student, press and media in collaboration with the Site Managers and Tourism Managers of the component sites.

Other

- **Media interest.** Respond on behalf of GSTE as required in close cooperation with the Chair and the Executive Board of the GSTE with the Marketing Coordinator.

The Great Spa Towns of Europe

Post Title:	Secretary General
Responsible to:	General Assembly, Executive Board, Chair
Reporting to this Post:	Administrator, Marketing Coordinator, Finance Manager
Consultees:	Local Site Managers, States Parties, sub-group Chairs, appointed experts and consultants and official advisory bodies.

1. Purpose of the Role

This is a high profile role where the post holder will be the GSTE's lead on all aspects associated with World Heritage. The post holder will be required to influence and negotiate with key stakeholders, including local and regional government and international stakeholders. As a transnational nomination inscribed on the World Heritage List the writing and implementation of the Property Management Plan and the role in general have few precedents and considerable initiative is required. The primary purposes of this post are:

- 1.1 To be the GSTE lead adviser, and to provide expert professional advice to members (mayors, councillors, site managers, tourism managers) on World Heritage matters, in partnership with local, national and international stakeholders.
- 1.2 To write, update, develop and manage the production of the Property Management Plan and coordinate its implementation ensuring it reflects current best practice and is relevant to the GSTE's vision and values; and to contribute to the development of policy for the management of the World Heritage Site.
- 1.3 To ensure the World Heritage status of the GSTE is maintained and the benefits of this are maximised for the GSTE members, and to inform and inspire the GSTE future development.
- 1.4 With the Local Site Managers, the postholder will lead, manage and coordinate the full range of requirements for the Planning and Developing of the Property Management Plan as well as the Local Management Plans.
- 1.5 To recommend and manage the appointment of independent experts, consultants or agencies as necessary to fulfill the requirements of the Property Management Plan.

2. Principal Duties and Responsibilities

- 2.1 To be responsible for safeguarding and ensuring the continuing status of the GSTE as a World Heritage Site, using effective and accessible communication with the members of the GSTE; elected representatives, Site Managers, Tourism Managers, the general public, and others as appropriate to ensure widespread understanding and appreciation of World Heritage issues.
- 2.2 To promote the World Heritage Site, by various means including public speaking and presentations at relevant events, conferences and exhibitions, and develop contact with the media as appropriate, and organise and coordinate programmes, events and publications.
- 2.3 To be the principal point of contact for all World Heritage matters of the GSTE. Regular liaison will be required with a range of stakeholders including the States Parties, public authorities, Site Managers, Tourism Managers, UNESCO, ICOMOS, EHTTA and other strategic bodies to create good and effective networks in order to minimise risk and deal with potentially difficult issues.
- 2.4 To advise the General Assembly and the Executive Board on all aspects of World Heritage.

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- 2.5 To be fully aware of all legislation and guidance which impacts on the management and protection of the Property. To network effectively with relevant contacts to keep up to date with all developments and changes to the legal framework governing World Heritage and seek to influence and contribute to the drafting of new legislation, policy and guidance when relevant.
- 2.6 To consult at all times with Local Site Managers and State Parties on changes to legal frameworks which might impact upon World Heritage matters.
- 2.7 To coordinate the GSTEs responses to emerging consultations in relation to World Heritage matters.
- 2.8 To identify and advise the GSTE on threats and risks to the World Heritage Site and its status, and develop strategies and actions to address these matters.
- 2.9 To coordinate all aspects of World Heritage work within the GSTE. This will involve ensuring effective working arrangements between the member towns, being aware of and understanding the relationships across a wide range of national, regional and local administrations ensuring these relationships function in a complimentary and coordinated way.
- 2.10 To set up in conjunction with the Local Site Managers, appropriate monitoring systems relevant to the organisation of the Property Management Plan and the on-going management of the World Heritage Site.
- 2.11 To respond and facilitate any missions required by the Advisory Bodies and States Parties to fulfill monitoring, reactive missions, State of Conservation reports and periodic reporting required by the World Heritage Centre.
- 2.12 To develop and manage appropriate reporting and management systems for World Heritage.
- 2.13 To coordinate the business and regular meetings of the General Assembly, the Executive Board, Site Managers Group, Tourism Managers Group and any established sub-groups. When required chairing and administering those meetings, overseeing scheduling, issuing agendas, producing minutes and arranging venues and other necessary facilities for the efficient management of business.
- 2.14 To instigate, coordinate and where necessary undertake projects for protecting and enhancing the World Heritage Site. To support Local Site Managers in doing so if necessary.
- 2.15 To engage in the resolution of tensions, conflict and risk management concerning the World Heritage Site as necessary.
- 2.16 To contribute to the formulation of policy and corporate strategy, for example the strategies of the GSTE in the fields of the UN Sustainable Development Goals, the climate change agenda and all other global issues impacting on the work of UNESCO.
- 2.17 To identify and pursue with others possible funding sources and international funding opportunities, sponsorship and any other external sources to invest in the fields identified in the Property Management Plan and any appropriate conservation, interpretation or development programmes.
- 2.18 To appoint, manage and coordinate all spa town officers and professionals including external consultants, involved in contributing information and advice required for the proper functioning of the World Heritage Site to ensure the delivery of information and advice of a high professional standard within agreed timescales.
- 2.19 To contribute to the overall professional skills of the Local Site Managers of the GSTE, and to its newsletters and websites, ensuring that all work is to the highest professional standard and presents the serial transnational World Heritage Site uniformly and consistently.
- 2.20 To deliver a customer-focused and dynamic service, responsive to client requirements, accessible and providing value for money, in accordance with the values and objectives of the Association of the GSTE.

- 2.21 Where appropriate, and in conjunction with the Tourism Managers of the GSTE, oversee joint planning of marketing, PR, communications, including social media, promotional campaigns and tourism products and offers.
- 2.22 As Secretary General to be at all times responsible for the GSTE Team, contributing to the general running and good management of the service in terms of production of procedures, discipline and grievance procedures, recruitment and selection and other management duties commensurate with the level of the post.
- 2.23 To deputise for the GSTE Chair, and Executive Board members as and when necessary.

3. Dimensions

- 3.1 The post is responsible to the Association of the Great Spa Towns of Europe (GSTE) and comprises the following key elements: GSTE World Heritage Site Manager, Protection, Conservation, Presentation, Sustainable Development, Visitor Management and Public Relations.
- 3.2 This is a high profile management post, working closely with UNESCO, ICOMOS, state parties, local politicians, Site Managers, Tourism Managers, consultants and other professionals. The unique character and qualities of the GSTE World Heritage Site dictate that this post holder must be able to work without supervision and be able to deal with the most complex and demanding of issues, in a responsible, sensitive and professional manner. There are unique management challenges within the Site which raise issues of complexity which require a person with the specialist skills to deal with a project of this nature.
- 3.3 The Association of the Great Spa Towns of Europe and the World Heritage Site of the Great Spa Towns of Europe are unique as a serial transnational Site inscribed on the World Heritage List. The component parts of the property contain approximately 10,000 listed buildings, covering an area of approximately 71 km² with a total population of over 323,000 inhabitants. Furthermore the Great Spa Towns of Europe are not only a World Heritage Site but uphold a philosophy of unique attitude to life, carry the tradition of European Spa Culture into the future.
- 3.4 The post holder will have regular contact with Elected Board Members, State Party representatives, UNESCO, ICOMOS officials, public and other statutory bodies. They will deal annually with a number of complex applications, issues and appeals, which will require attendance at committees and relevant steering group meetings, including:
 - a) Liaising with: State Parties, UNESCO, ICOMOS and other Advisory Bodies, Mayors and elected representatives, Site Managers and Tourism Managers. This list is not exhaustive. These meetings take place across Europe with the annual World Heritage Committee taking place anywhere around the globe.
 - b) N°. of regular General Assemblies held per annum: 2 (minimum)
 - c) N°. of regular Executive Board meetings held per annum: 4 (minimum)
 - d) N°. of regular Site Manager Group meetings held per annum: 4 (minimum)
 - e) N°. of regular Tourism Manager Group meeting held per annum: 4
 - f) N°. of regular meetings with the Intergovernmental Committee: 1 (minimum)
 - g) Budget: € 200.000 revenue per annum.
 - h) Tourist numbers: circa 15 million p.a.

4. General

- 4.1 This Job Description only contains the main accountabilities relating to the post and does not describe in detail all the duties required to carry them out.
- 4.2 The post holder will be expected to work and/or be available outside normal office hours.
- 4.3 The post holder will be required to travel throughout Europe and internationally as necessary to fulfil the requirements of the post.

Please see the next page for the person specification.

Details of how to apply for this post are on page 10 of this document.

Secretary General: Person Specification

Criterion	Essential	Desirable
Education and qualifications	<p>Educated to a degree level with a professional qualification and membership of an appropriate professional body.</p> <p>Demonstrate continuous professional development.</p>	<p>Management qualification.</p> <p>Project management qualification.</p>
Knowledge and experience	<p>At least 10 years post qualification experience in a relevant professional environment in relation to major and complex issues.</p> <p>Experience in World Heritage or a related field of cultural heritage for at least 10 years.</p> <p>Significant proven track record of successfully managing and delivering complex projects.</p> <p>Understanding of complex planning issues and legislation at both strategic and operational level.</p> <p>Understanding and knowledge of relevant guidance and promotion on World Heritage or related cultural heritage issues in an international context.</p> <p>Clear understanding of corporate vision & values including the impact upon communities and economic growth.</p> <p>Understanding of political environment and the ability to gain the confidence and trust of mayors, councillors and other elected representatives.</p> <p>Experience of setting and managing budgets.</p> <p>Knowledge of function and processes of UNESCO and ICOMOS.</p>	<p>Knowledge and enthusiasm for historic architectural styles, especially the 19th and early 20th century and the European Spa tradition.</p> <p>Experience of relationship management at all levels in a multi-discipline environment, preferably including matrix management solutions.</p> <p>Experience of formal and informal consultation and engagement with the public on controversial issues.</p> <p>Knowledge of the sustainable economic development agenda for Local Authority Planning.</p> <p>Working Knowledge of performance and quality management processes.</p> <p>Managing consultants in a range of disciplines preferably in the tourism and cultural sectors.</p> <p>Experience of project management and programme planning.</p> <p>Knowledge of sustainability issues relevant to the post.</p>

Criterion	Essential	Desirable
<p>Skills and abilities</p>	<p>Fluent English speaker.</p> <p>Excellent negotiation, communication and verbal presentation skills, with ability to communicate with all levels of seniority.</p> <p>Report writing skills.</p> <p>Confident and proven public speaker.</p> <p>Self motivating and ability to work on own initiative and without supervision.</p> <p>Analytical, interpretative and evaluative judgement skills.</p> <p>Established negotiation skills.</p> <p>Computer keyboard skills and experience of commonly used software packages, databases, spreadsheets and geographical information systems.</p> <p>Able to demonstrate a commitment to an understanding of equal opportunities issues in employment, service planning and delivery.</p> <p>Openness, dependability, self reliance, adaptability, innovative approach and good inter-personal skills.</p> <p>An understanding of diversity, inclusivity and gender issues.</p>	<p>Media training and experience.</p> <p>Conflict resolution.</p> <p>Additional European languages; preferably German, French, Czech or Italian.</p> <p>Use of social media networks and platforms.</p> <p>Knowledge of presentation, graphics and publishing software.</p>

Criterion	Essential	Desirable
Other	<p>Current passport and ability to undertake foreign travel regularly and at short notice.</p> <p>Ability to work outside normal office hours as required.</p> <p>Comfortable with hot-desking and working whilst on the move.</p> <p>Established office base at or near to place of domicile.</p>	Driving licence.

Secretary General Application Procedure

GREAT SPA TOWNS *of Europe*

The post of Secretary General is to be advertised throughout Europe from the 30th of May 2022.

Applications must be received by 17:00 CET on Friday 1st July 2022.

This post is offered, not as a paid employee but for a self-employed individual or through a consultancy arrangement. The post holder will be available 4 days per week for a fee of €60.000 per annum. The post is for an initial period of 3 years and will be extended subject to satisfactory performance and mutual agreement. The post commences in the early months of 2023, subject to availability.

The post holder will be supported by an Administrator and Finance Manager based in Baden-Baden, Germany, a Marketing Coordinator and various chairs of specialist sub-groups. Whilst English is the working language of the project it need not necessarily be the native language of the post holder. Additional language skills are very desirable.

- Applications should be made by letter describing the applicant's suitability and explaining the reasons for being interested in the post, plus relevant experience that matches with the requirements of the job description.
- Applications must be accompanied by a full and detailed CV (curriculum vitae) covering education, qualifications, experience and comprehensive career path description. References should be included but they will not be contacted at this stage.
- Applicants will also provide evidence of a report, article or study relevant to European cultural heritage or an allied subject written and accredited to the applicant. A file copy or a link to the source document is acceptable.
- Shortlisted candidates will be called for interview by Friday 15th July when further details of the interview process will be issued.
- Interviews will be held in Františkovy Lázně, Czech Republic on the 6th & 7th of September 2022. All expenses (travel and accommodation) associated with attending interview will be funded and reimbursed to the candidate. The interviews in Františkovy Lázně will take place during the General Assembly of the Mayors of the Great Spa Towns and their respective Site Managers of the 11 component sites, giving candidates an opportunity to meet these important colleagues informally.

Please send your application by email to Catherine Lloyd: cl@simonsassociates.co.uk where any queries can be also addressed.

Paul Simons, Secretary General, Great Spa Towns of Europe, 30th May 2022