

<b>JOB TITLE</b>		
Programme Director – Sustainability		
<b>JOB FAMILY</b>	Advocacy	
<b>PURPOSE</b>	An experienced Executive to drive the further development and implementation of the WTTC vision and commitments on sustainability in the travel and tourism industry. Responsible for ensuring that the various WTTC sustainability initiatives have maximum global impact on behalf of the industry by being leading-edge in strategy, approach and implementation; and with full active engagement of WTTC Members, governments and NGOs, industry associations and other key stakeholders.	
<b>CONTEXT</b>	Reports to SVP Advocacy	
<b>KEY ACTIVITIES</b>		
<b>1.</b>	<b>Development, programme management and delivery of strategic priorities</b>	<p><b>WTTC Sustainability Action Plan</b></p> <p>AIM – Manage the various WTTC initiatives for tangible action and global impact across WTTC Members and the wider Travel &amp; Tourism industry. The five present initiatives are:</p> <ol style="list-style-type: none"> <li>1. Ambition for the Travel &amp; Tourism industry to be climate neutral by 2050 (partnership with UNFCCC)</li> <li>2. Reduce plastic waste in Travel &amp; Tourism (partnership with UNEP)</li> <li>3. Reduce food waste in Travel &amp; Tourism (partnership with WWF)</li> <li>4. Creation of a WTTC Sustainability Hub</li> <li>5. Sustainable Travel &amp; Tourism Partners Programme (STTP)</li> </ol> <p><b>OBJECTIVES:</b></p> <ul style="list-style-type: none"> <li>• Engage with the identified Partners, a core group of sustainability experts and with a Sustainability Work Group of WTTC Members to develop a clear strategic roadmap, requirements and priorities, implementation plan, deliverables and timescales for each of the WTTC sustainability initiatives</li> <li>• Ensure the delivery of appropriate research, technical analyses and business cases to identify solutions, quantify benefits, provide compelling justifications and advocacy messages to motivate engagement and action by others</li> <li>• Engage with key external stakeholders, including environmental lobby groups, to optimise the WTTC initiatives and to ensure full</li> </ul>

		<p>understanding and support for them, including appropriate participation</p> <ul style="list-style-type: none"> <li>• Work with organisations and associations in other industries to build consensus, ensure best practice and develop harmonised approaches with consistent global targets</li> <li>• Ensure robust project plans and work streams to support each initiative and manage their timely delivery</li> <li>• Ensure compelling advocacy and engagement with governments and other stakeholders to drive change, facilitate adoption and facilitate communication across all audiences.</li> <li>• Produce policy papers, research reports, technical reports, programme summaries and a regularly updates recommendations report with best practices and best approaches for the industry</li> </ul>
2.	<b>Raising the profile</b>	<ul style="list-style-type: none"> <li>• Actively participate with key industry organisations at meetings/conferences/events, including selectively participating on Boards when invited to do so</li> <li>• Represent WTTC at high-level groups, expert groups, etc at UN bodies, industry associations, regulatory and environmental bodies to influence the recognition of and outcome of WTTC sustainability initiatives</li> <li>• Drive the WTTC strategic priority for Sustainability to ensure that governments understand the economic, social and environment benefits in line with the global targets</li> <li>• Develop content and positioning for both internal and external communications.</li> <li>• Build network of contacts and relationships at all levels –industry bodies, regulatory bodies and policy makers. Become the ‘go to’ person at WTTC for all sustainability issues</li> </ul>

KNOWLEDGE	<ul style="list-style-type: none"> <li>• In depth knowledge across all aspects of sustainability (including, climate/carbon, plastics, food waste, targets and reporting formats)</li> <li>• Experience of working with environment/climate/sustainability stakeholders and how to best understand and influence them positively, as well as deep expertise in the travel sector</li> <li>• High-profile, candidate with excellent contacts within both sustainability and Travel &amp; Tourism</li> <li>• Credibility to network and develop relationships with senior UN, government, NGO and industry officials around the world.</li> </ul>
SKILLS	<ul style="list-style-type: none"> <li>• Demonstrated success of leadership across strategy, programme development and management, communications and advocacy</li> <li>• Intellectual agility with strong strategic, analytical, problem-solving and co-ordination skills for complex challenges in highly demanding and politicised situations; ability to understand scientific, technical and policy studies on sustainability issues</li> <li>• Ability to lead the development of robust, cohesive, focused and effective programme initiatives with practical, deliverable outcomes</li> <li>• Programme management skills and proven track record in achieving success in coordination, execution and delivery of high-profile coordination projects of this nature</li> <li>• Proven track record in pulling together high-profile groups, building partnerships and coalitions and delivering on agreed outcomes</li> <li>• Passion, willingness and ability to stay abreast of all politics, trends and emerging issues on sustainability, demonstrating continuous learning and adaptation</li> <li>• Excellent organisational skills will be a key part of this role, keeping the information updated on government and industry contacts.</li> <li>• Proven capability to build relationships across senior figures within WTTC Members, across Travel &amp; Tourism, environmental groups and other associated/relevant industries.</li> <li>• Exceptional advocacy, communication and Influencing skills – listening, verbal, written and ability to speak well in public – to diverse audiences; awareness of protocol at senior level.</li> <li>• Proven sound judgment, dependability and integrity</li> </ul>