



## CEO/EXECUTIVE DIRECTOR

### RESPONSIBILITIES

Leading a small team of passionate staff and volunteers central to the establishment and ongoing running of this new alliance committed to campaigning to preserve and promote the classic and historic vehicles sector  
Day to day fronting and co-ordinating of a concerted membership sales drive to deliver C£300K PA.  
Creating basic three-year plan with specific membership building strategies, goals and budgets  
Prospecting, developing and managing a programme of events designed to raise the profile of the HCVA, attract members and promote its distinctive offer  
Acting as lead spokesperson for media relations in UK and international markets, embracing print, broadcast and digital including mainstream media and specialist sector  
Strategic relationship building with external contacts across the classic vehicle world, supporting commercial sectors, public affairs stakeholders and media  
Working collaboratively with HCVA directors, advisory board and strategic advisors

### QUALITIES/SKILLS

Proven sales execution and sales management skills  
Boundless energy, stamina and drive  
Calm, sound judgment and quick thinking when making decisions under pressure  
Strong administration and project management aptitude  
Understanding of the world of classic and historic vehicles  
Familiarity with current policy issues in motoring, environmental and regulatory fields  
Strong interpersonal skills to foster excellent relationships with staff, colleagues, HCVA leadership and sector stakeholders  
Appreciation of deployment, impact and management of social media

### EXPERIENCE REQUIRED/DESIRABLE

Minimum five years in sales/sales management in relevant sectors preferably in multiple territories  
Proven track record of strategic event planning and management  
Experience of working in membership organisations  
Wide network of relevant contacts in the sector, business and media  
Proven track record of campaign creation and management demonstrating strong creative thinking

### REMUNERATION

Basic salary of £60K-£70K. Plus incentivised bonus scheme worth up to 30% of salary driven by revenue generated

## THE HISTORIC & CLASSIC VEHICLES ALLIANCE

Historic & Classic Vehicles Alliance Ltd.  
Bicester Heritage  
Buckingham Road  
Bicester  
Oxfordshire  
OX27 8AL

[www.hcva.co.uk](http://www.hcva.co.uk)  
[team@hcva.co.uk](mailto:team@hcva.co.uk)  
01869 934525

Twitter: @hcvauk  
Instagram: @hcvauk  
Facebook: HCVA

Registered in England & Wales No.  
13267010

Historic & Classic Vehicles Alliance Ltd.  
is a not-for-profit organisation.