

# Chief Executive

The Advertising Standards Authority for Ireland is the independent self-regulatory body set up and financed by advertisers, agencies and media, committed in the public interest to promoting the highest standards of marketing communications. The objective is to ensure that all commercial marketing communications are 'legal, decent, honest and truthful'. Its Code of Standards for Advertising, Promotional and Direct Marketing reflects the interests of the public as well as consumer representatives and Government departments. With the retirement of the current Chief Executive, the Board now wishes to appoint a successor with regulatory or adjudication experience to lead the Authority and to ensure its continued effectiveness in self-regulation.

## The role

- Reporting to the Board, direct the services of the Authority, ensuring the further development of strategic policy and the achievement of operational objectives
- Advise the Board and Complaints Committee on regulatory issues, legal requirements and governance matters
- Proactively manage and enhance functional activities – administration, Code of Standards implementation, complaints systems, IT and human resources
- Prepare and closely monitor budgets with regard to expenditure and levy revenue, ensuring that necessary controls are in place
- Coordinate both internal communications, by serving as a strong advocate of self-regulation with stakeholders, and external relationships, by promoting the value of self-regulation and liaising with relevant agencies/departments

## The person

- A third level or professional qualification
- Demonstrated leadership talent and vision
- An impressive record in management, with direct involvement in delivering diverse services, introducing service innovations and responding to changing needs
- Experience at a senior level in operating a regulatory system
- Skilled at developing and maintaining close working relationships, and establishing and nurturing contacts with relevant governmental bodies and other interested parties
- Influential and persuasive, with outstanding verbal and written communication skills
- Analytical, detail conscious and capable of thinking strategically whilst maintaining a pragmatic perspective
- Strongly people orientated, able to motivate at all levels of an organisation

While knowledge of legal principles and regulatory issues is essential, equal importance will be placed on managerial expertise and the ability to make certain that the services and procedures of the Authority operate to the highest of standards. Attractive remuneration arrangements are available. Career and personal details should be forwarded, in confidence, to [asai@yeatonassoc.com](mailto:asai@yeatonassoc.com) or enquiries may be made at +353 1 660 0500. Further details on the ASAI are available on its website [www.asai.ie](http://www.asai.ie)