

JOB PROFILE



Job Title	Diretor Executivo
Reports to	Management Council (afpop President)
Location	Portimão Office

JOB SUMMARY

Since 1987 **afpop** , the largest non-profit Association for foreign residents in Portugal, has been providing a comprehensive range of information services and support to foreign residents and visitors to Portugal. Our objective is to assist Members from all nationalities to make the most of out of living and working in Portugal.

The Executive Director is responsible for providing leadership, overseeing overall business operations, and ensuring the Association achieves its annual Business Plan and long-term goals. This requires decision-making, financial planning, marketing the Association, engagement with other organisations and fostering a strong organisational culture.

KEY RESPONSIBILITIES

- Define and implement **afpop** 's vision, mission, and strategic objectives.
- Drive Membership growth and market expansion.
- Ensure all **afpop** 's objectives are achieved.
- Ensure sustainability and long-term profitability.
- Lead the development of strategic partnerships and alliances.
- Operational efficiency and compliance with **afpop** 's Statutes & Internal Rules and with all relevant laws and regulations.

OPERATIONAL MANAGEMENT & RESPONSABILITIES

MEMBER RECRUITMENT & RETENTION

- Maximise retention of existing Members.
- Oversee recruitment drives with an aim to attract new Members before they arrive in Portugal.
- Identify and negotiate Member Benefits outside of the Algarve in order to attract potential Members in other regions.
- Resolve Member complaints, both internally and with other organisations.

MARKETING

- Identify areas for marketing, advertising and public relations, maximising the potential to attract new Members to the Association, with a specific aim of providing information about **afpop** and its services to individuals considering moving to Portugal.
- Present the Benefits of Membership to potential Members already living in Portugal.
- Coordinate liaison between **afpop** and the Portuguese authorities, partner organisations, service providers and suppliers, in order to maximise benefits to **afpop** Members and reciprocal benefits to those other organisations.
- Represent the company in business and public forums.
- Build strong relationships with Members, partners, and government agencies. Manage **afpop** publications and communications to ensure compliance with GDPR and to present the Association's operations and aims.
- Serve as the primary spokesperson for **afpop**.

STAFF MANAGEMENT

- Create a positive organisational culture.
- Lead, mentor, and develop employees.
- Foster an inclusive and high-performance workplace culture.
- Monitor, supervise and assess the performance of all **afpop** staff.
- Identify potential strengths of staff members to develop their skills and enhance **afpop** 's service to Members.
- Ensure compliance with established procedures, and provide leadership to the **afpop** staff, ensuring they all have clear and well-defined Roles and Responsibilities, linked to their Job Descriptions, and aligned with **afpop** goals and objectives.

CREATE THE ANNUAL BUSINESS PLAN

- Responsible for the creation and implementation of the **afpop** Business Plan.
- Agree with the treasurer the budget requirements for the Business Plan.
- Oversee daily business operations to ensure efficiency and productivity.
- To oversee **afpop** events, such as organisation of the annual BLiP Expo and attendance at seminars/presentations organised by other agencies, such as Living in the Algarve seminars.
- Implement and improve operational policies and procedures.
- Ensure compliance with all legal, regulatory, and ethical standards.
- Attend Management Council meetings, providing advice and information to support the decision-making process.

THE APPLICANT SHOULD DISPLAY:



- Proven experience in an executive/management role.
- Marketing experience including Social Media awareness
- Good financial and business acumen.
- Excellent strategic planning and decision-making skills.
- Proven leadership, communication, and negotiation abilities.
- Ability to drive innovation and digital transformation.
- Excellent communication skills in both English and Portuguese.



This profile outlines the role, responsibilities and expectations for an Executive Director, ensuring alignment with the Associations goals and industry standards.

REMUNERATION PACKAGE

Basic Salary	Available on application
Health Insurance	Inclusion in staff health insurance plan
Car	Use of contracted vehicle for business use
Holidays	22 days per annum

