

# Chief Business Officer - Cruise (CBO)

## JOB AND REQUIREMENT PROFILE



# 1. Introduction

Port of Roenne A/S has entered into an agreement with Mercuri Urval for cooperation in the recruitment and selection of the future candidate for Chief Business Officer (CBO), commencing on 1 December 2021.

The job and requirement profile forms the basis for potential candidates' further consideration of interest in the position and thereby the first preliminary dialogue with Port of Roenne A/S / Mercuri Urval.

Those who are considering their interest in the position based on the job profile are very welcome to contact Mercuri Urval: Line Møgelvang Villadsen, 4167 8243 or Head of HR and Administration Birgit Tinggaard, 5136 3746.

The appointment procedure is managed by project coordinator Lene Boesgaard, 5076 1205, e-mail: [lene.boesgaard@mercuriurval.com](mailto:lene.boesgaard@mercuriurval.com).

If you find the position interesting, please upload your application and CV to [www.mercuriurval.dk](http://www.mercuriurval.dk) (reference number: DK-07699).

# 2. About Port of Roenne A/S

Port of Roenne A/S operates Bornholm's only supply port, which is also Denmark's easternmost commercial port and cruise destination. The port is centrally located in the Baltic Sea and provides a varied range of maritime services, serving more than 3,000 ship calls annually. The many calls demand an efficient and service-oriented port operation.

## Competitive new port construction

On 4 October 2019, Port of Roenne A/S took over its newly built project area of 150,000 m<sup>2</sup>, in which the new quay constructions have a load capacity of up to 50 tonnes per m<sup>2</sup>. The total area of Port of Roenne is now 69 hectares. The development was the first stage of a total of four development stages, which are defined in the ambitious Master Plan 2050. The second stage has been commenced and the first 5 hectares is imminent.

Port of Roenne A/S offers a port infrastructure including quays, port basins and adjacent land areas, among others. Additionally, the harbour gives access to cranes, warehouses, and other facilities for serving ships, ferries, stevedores, area tenants etc.

## An international cruise market

Several large international cruise shipping companies have discovered the benefits of Bornholm, just as they have noticed the markedly improved port infrastructure, which has made it easier to manoeuvre and dock. The competitive water depth of 11 metres means that Port of Roenne is experiencing increasing interest in calls of ships of up to a length of 350 metres and a proportional increase in the number of passengers.

## East-facing spearhead for offshore wind

More – already screened – offshore wind turbine fields in the Baltic Sea are to be expanded in the years to come, and both Siemens Gamesa and MHI Vestas have chosen to place their assembly and shipping assignments with Roenne Harbour A/S due to its unique and future-proof port infrastructure. The first tasks will be in connection with the establishment of Denmark's largest 600 MW offshore wind turbine farm on Kriegers Flak, followed by the Arcadis Ost wind farm at Rügen. The total potential for offshore wind in the Baltic Sea is more than 60 Gigawatts.

### Bornholm as Energy island and Power-to-X

Climate change, sustainability and CO2 reduction have gained political momentum among divergent stakeholders in both Denmark and Europe. This means, among other things, that the present government together with a broad parliamentary majority has agreed on an ambitious Climate Plan and Act, which, in addition to a goal of 70% reduction in CO2 by 2030, has also designated two Energy Islands as part of the overall Climate Plan. One of the energy islands will be located in the North Sea and the other in the Baltic Sea. In this regard, an offshore wind turbine farm of up to 2 GigaWatts will be placed on Rønne Banke close to Bornholm and the Port of Roenne. This increases the potential for development of the bulk related Power-to-X solutions and grid across the countries in the Baltic region. Bornholm will be the geographical link between Sweden, Poland and Germany, which makes the location of Port of Roenne ideal.

### Solid and liquid bulk movements

More than 1 million tonnes of bulk goods pass-through Port of Roenne each year, including both solid and liquid bulk. The liquid bulk is petrol and diesel, which keeps Bornholm running, but also includes bunkering for the ships sailing to and from the island. The solid bulk includes both imports and exports and includes many different types of bulk goods, such as grain, fodder, sand, broken stone and wood chips. Port of Roenne A/S has several quays with depths of 7, 9 and 11 metres respectively at which the solid bulk goods can be loaded and unloaded.

### Socially important ferry traffic

Port of Roenne is Bornholm's most important traffic hub. Ferries arrive and depart daily to and from Ystad in Sweden and Køge on Zealand. In addition, ferries depart to and from Sassnitz in Germany - but not daily. During the summer, ferries also arrive and depart to and from Swinoujście in Poland. Molslinjen / Bornholmslinjen and Polferries operate the ferry traffic.

If interested, please look for more information on Port of Roenne's website and in the following documents about Port of Roenne:

- The annual report 2020 via the following [link](#).
- "Masterplan 2050" via the following [link](#).

Port of Roenne A/S is currently managed by a professional board of nine members, while the day-to-day management is handled by the port's senior management, which consists of the CEO and the CFO. The senior management has the overall management responsibility for Port of Roenne A/S.

The day-to-day management of the organisation and the individual business areas is handled by Business Management & Operation, which consists of CBO Bulk, CBO Offshore, CBO Cruise, the head of Port Service, the head of communications and public affairs and the HR and administration manager.

See the organisational chart [here](#).

The port is organised into different functional areas and strategic business areas:

- **Bulk:** a natural part of the port's operations over the years. The many new activities in the Baltic Sea create possibilities for new clients and new assignments/deliveries based in Port of Roenne.
- **Ferries:** Port of Roenne is the most important traffic hub on Bornholm, as ferries arrive and depart daily to and from Ystad and Køge. In addition, ferries arrive and depart to and from Sassnitz in Germany – however not on a daily basis. The port also handles new international ferry routes between Rønne and Swinoujście in Poland.
- **Offshore:** Bornholm has a unique location in the middle of the Baltic Sea. This means that tens of thousands of ships are passing the island annually. These ships need different kinds of services. The Baltic Sea is an area in which the construction of wind farms will continue to grow. Both Siemens Gamesa and MHI Vestas have chosen to place their assembly and shipping assignments

with the Port of Roenne A/S.

- **Cruise:** the cruise market is growing, and a number of objectives have been established to develop the industry and cruise tourism markedly. The port expansion, finished in the autumn 2019, makes it possible for larger cruise ships to dock at Port of Roenne.
- **Port service:** takes care of the practical and administrative tasks, as well as dialogue with ships and agents, planning and coordination of ship calls, surveillance, tidying and supervision of port areas, crane tasks, repair of infrastructure, cleaning etc.
- **Public affairs and communication:** ensure a strategic effort in the areas of communication, press and public affairs.
- **HR and administration:** safely and efficiently take care of HR administration, across the board competence development and management support and coaching, as well as ensuring that the port's administrative procedures are consistent with international standards.
- **Finance and IT:** ensures well-functioning IT systems and well-managed finances including bookkeeping and invoicing etc.

### 3. The position of Chief Business Officer - Cruise

The Chief Business Officer – Cruise reports to the CEO, Port of Roenne

As Chief Business Officer (CBO) for Cruise, you are primarily responsible for developing the business area and ensuring that the port meets the demands and expectations of the market. As CBO you also have a key role in ensuring that the Port of Roenne is consistent with the international standards for cruising.

A further important role for you will be to keep up to date on the development of the business area internationally, primarily by maintaining and expanding the Port of Roenne's large and well-established network within the industry. A key task will, therefore, be to represent the Port of Roenne A/S on the international cruise market. A task demanding a lot of dedication, proactivity, and great networking skills.

You will be part of the management group and will be expected to contribute to creating a close cross-functional collaboration, which is crucial for the Port of Roenne to achieve its strategic goals and deliver results. Together with the other managers, it is expected that you develop an ambitious strategy for your business area.

#### Current tasks and focus areas

##### International marketing and attraction of cruise traffic

In order for the business area to exist, Port of Roenne needs to succeed in attracting cruise calls. It will be your task to keep and develop the most important and well-established networks, such as Cruise Baltic (CB), Copenhagen Cruise Network (CNN) and Cruise Lines International Association, as well as identifying and building new network relations that will be able to contribute to the development of the business area.

Network relations are built, developed, and kept in different ways, but for you it will include Fam Trips from organisations such as Cruise Lines International Association (CLIA) or visits from ship agents with interest in Bornholm's tourism product. This could be visits from present or potential partners who come to Bornholm to get an impression of the island as a cruise destination and the possibilities for the guests. Networking and marketing also include participation in and contact with fairs and conferences concerning cruising. An example could be establishing a stand at an event typically planned by

Cruise Baltic (CB) or Copenhagen Cruise Network (CNN) for the purpose of creating contact to a network like Cruise Lines International Association (CLIA)

### **Planning and Coordination of cruise calls**

As CBO for Cruise, it is natural that you also have an important role in connection with the planned cruise calls. In close cooperation with Port Service, you plan and coordinate the calls of incoming cruise ships and ensure the preparation of the Welcome Area, when this is evaluated as being strategically profitable. The latter includes preparation of tents, banners, music, brochures, stalls, information staff etc., all of which is done in cooperation with Destination Bornholm. Finally, you also have responsibility for sending info e-mails before calls of cruise ships, updating presentations, info sheets and other information media concerning cruising.

### **Tourism collaboration**

As the local tourism organisation, Destination Bornholm is responsible for the promotion and development of Bornholm's tourism product and is thereby an important partner in promoting Bornholm as an internationally recognised cruise destination. The present collaboration takes place through Cruise Bornholm Network (CBN), which, in addition to Port of Roenne and Destination Bornholm as primary players, includes other tourist activities such as the island's bus companies, guide companies, trade associations and main attractions.

Developing and optimising the tourism collaboration will be an important role for you. A close tourism collaboration results in the best experiences for the guests and contributes actively to increasing the island's income. If the tourism collaboration can deliver this, Bornholm also complies with the most important requirements that the international cruise network Cruise Lines International Association (CLIA) demands.

### **An industry with image issues**

Another crucial area to focus on is work on the cruise industry's image. Cruising as a form of holiday is in the spotlight due to the environmental implications and impacts. Your important role will be to make Port of Roenne able to offer facilities and environments that understand and act on the environmental issues through well thought out solutions for wastewater, energy consumption, shore power and waste, for example.

## **4. The ideal profile**

### **Experience and skills**

As CBO for Cruise, it is expected as a minimum that you have the following experience and skills:

- Experience from the cruise industry – alternatively from the tourist or destination industry
- Experience with building and developing networks and network relations
- Experience with representing and selling a destination – regionally or internationally
- Commercial understanding and experience
- Experienced in oral and written English and good skills in German
- Experienced in the use of Social Media
- Preferably knowledge of ports and the maritime sector in general

## Personal competencies and qualifications

The ideal candidate essentially possesses the following personal competencies and qualifications, but it is more important that you can see yourself in a growing company with a culture characterised by proactivity, creativity, speed and high ambitions.

- Good analytical skills
- Good networking skills – with the will and ability to develop existing and establish new networks within the cruise industry
- Independent and proactive
- A skilled communicator, both orally and in writing
- Flexible and adaptable – capable of handling several tasks at the same time
- Collaborative – will actively contribute to collaboration across the organisation.
- In dialogue, you are professional, inquisitive, and service minded.

## 5. Terms of employment

Salary is negotiated by agreement with a bargaining organisation at a level that corresponds to the requirements of the position and the candidate's qualifications and potential.

The workplace is Port of Roenne, Sydhavnsvej 12, 3700, Rønne. You can expect travel activity associated with the position.

Expected starting date is 1 December 2021.