

# Job Description

<b>Job Title:</b>	<b>National Director – Scotland</b>
<b>Responsible to:</b>	<b>Regional Engagement Director (IoD Executive); IoD Scotland Chair (Non-Executive Lead in the Nation)</b>
<b>Job Purpose:</b>	Develop and be accountable for the delivery of local strategy to grow the membership in the Nation through both increasing recruitment and improving member retention, through creation of member engagement with the IoD’s services and benefits, and through supplying opportunities for members to connect with each other and contribute to IoD activities. To include qualitative, quantitate & inclusivity targets for membership growth.
<b>Key objectives/ responsibilities:</b>	<ul style="list-style-type: none"> <li>• Establish the IoD as the ‘go to’ professional organisation for business leaders, influencers, and the media, through IoD activities in the nation, and the effective implementation of an innovative communications strategy;</li> <li>• Manage the Nation within agreed financial budgets, objectives and targets;</li> <li>• Be the credible, progressive face of the IoD in the Nation, portraying and communicating the values of the Institute around good governance and the professionalising of Boards/Leaders, promoting the profile of the IoD and engaging with local business;</li> <li>• Promote the IoD key agendas around Leadership skills &amp; good governance across all sectors in the nation;</li> <li>• Develop and maintain productive relationships with key public agencies in the Nation, including the National Parliament/Assembly and local government agencies and bodies, relevant to (and limited to) the best interests of the IoD membership.</li> <li>• Develop and maintain productive relationships with key strategic partners, including but not limited to Universities, Colleges &amp; other Educational bodies;</li> <li>• Maximise membership benefits for local Members within the agreed framework of IoD services &amp; the UK Strategy;</li> <li>• Promote continuous improvement in the quality of local member engagement activities and communication;</li> <li>• Provide support, advice and guidance to all volunteers, but particularly to National/Branch Chairs;</li> <li>• Provide positive channels of communication and collaborative effort between the Nation and central departments of the IoD, and to represent the interests of members in the Nation to the IoD leadership;</li> <li>• Work collaboratively with the UK and other Regions/Nations to share &amp; instil best practice around operations, efficiency &amp; development of membership.</li> </ul> <p><b>The main responsibilities include:</b></p> <ul style="list-style-type: none"> <li>• Act as collaborative lead for IoD operations in Scotland, in alignment with IoD UK Strategy, and aligned to nations member needs;</li> <li>• Generate revenue to meet or exceed budget targets, and to ensure continued engagement &amp; personal growth opportunities are provided to members in the nation;</li> <li>• Oversee a programme of engagement that directly effects retention, acquisition, and increases IoD relevance and value to members in the nation, aligned to the UK strategy;</li> <li>• Proactive and inspirational leadership of the Scotland office team, playing a key role in turning premises in Scotland into a revenue generating asset;</li> <li>• Originate and attend Scotland committee meetings and events, and engage with branch events where relevant to support volunteers &amp; other members;</li> <li>• Encourage member recruitment and retention by acting as a visible focal point for members and ensure that members gain exceptional value from their membership;</li> <li>• Be accountable for the Financial management of the Nation, including P&amp;L and budgets, generating sponsorship and other income to meet or exceed targets;</li> <li>• Promote volunteer office holders and other agreed members including the National Chair as the public face of the IoD and as ambassadors and advocates for its values, promoting media opportunities;</li> </ul>

	<ul style="list-style-type: none"> <li>• Support National Public Relations Officer (or company) in promoting the IoD, including where necessary local media interviews and production of articles for local press and the National newsletter;</li> <li>• Promote and support the development of continuing director development and Chartered Directorships, including signposting members to the IoD's National PD offering, as well as local professional development activity;</li> <li>• Create a relevant nations Marketing/PR strategy and seek alignment with the UK Marketing/Content and Policy/PR strategy;</li> <li>• Proactively engage with the Pall Mall team and ensure positive relationships;</li> <li>• Service the National Committee and sub-committees to ensure the agenda and discussion fit with the National and IoD Strategy;</li> <li>• Support the development of policy papers on relevant National issues;</li> <li>• Prepare responses to relevant government consultations on issues in collaboration with committees and the wider membership and liaising with the Policy Unit in London;</li> <li>• Organise and promote a high quality Director of the Year competition &amp; aligned events programme with the IoD UK Branch &amp; Events Strategies;</li> </ul> <p><b>Expected allocation of time/resource:</b></p> <ul style="list-style-type: none"> <li>• Member engagement 40%</li> <li>• Commerciality, Partnerships and Leadership 30%</li> <li>• Long-term Membership/region/financial, Strategy and Chair succession 10%</li> <li>• Representation and policy 20%</li> </ul>
<b>Key Relationships:</b>	<ul style="list-style-type: none"> <li>• Regional Engagement Director and IoD Scotland Chair</li> <li>• Regional Directors &amp; Regional Teams</li> <li>• Members, delegates, regional volunteers and clients</li> <li>• Committee Members</li> <li>• Membership Team &amp; Policy Team</li> </ul>
<b>Hours:</b>	Monday to Friday, 9.00am – 5.00pm (some out of office hours will be required)
<b>Location:</b>	10 Charlotte Square, Edinburgh (with travel across Scotland and occasionally London required)

## Person Specification

<b>Key Personal Attributes</b>	<ol style="list-style-type: none"> <li><b>1. Client Focus</b> <ul style="list-style-type: none"> <li>• <i>A track record of interacting effectively with high level clients and a volunteer/committee based structure.</i></li> <li>• <i>Ability to identify member priorities and needs and deliver solutions and support at a regional level</i></li> </ul> </li> <li><b>2. Product knowledge</b> <ul style="list-style-type: none"> <li>• <i>An interest in and thorough understanding of business, ideally with some experience as a director of an SME</i></li> <li>• <i>Able to quickly understand and explain the IoD membership benefits</i></li> </ul> </li> <li><b>3. Professionalism</b> <ul style="list-style-type: none"> <li>• <i>Graduate level ability and suitably qualified with a relevant professional body</i></li> <li>• <i>Able to plan ahead and meet deadlines</i></li> <li>• <i>Act with honesty and integrity at all times with all internal and external relationships</i></li> </ul> </li> <li><b>4. Working Relationships</b> <ul style="list-style-type: none"> <li>• <i>Develop and maintain effective relationships with business leaders and decision makers</i></li> <li>• <i>Develop and maintain productive networks and relationships within, and outside of, the IoD</i></li> </ul> </li> <li><b>5. Values, Beliefs and Attitudes</b> <ul style="list-style-type: none"> <li>• <i>Demonstrates behaviour in accordance with the IoD's key values; <b>Integrity, Passionate, Inclusive, Commercial &amp; Enterprising, Professional</b></i></li> </ul> </li> </ol>
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	<ul style="list-style-type: none"> <li>• <i>A sense of humour and ability to build long term relationships which benefit the member, the region and the IoD</i></li> <li>• <i>Resilient, and able to keep a positive attitude when under pressure and during periods of change</i></li> <li>• <i>Willing and open to learning new things.</i></li> </ul> <p><b>6. High Performance Focus</b></p> <ul style="list-style-type: none"> <li>• <i>Passionate about delivering the best possible training provision. Focussed on continual improvement; analysing successes and shortfalls and taking action</i></li> <li>• <i>Understands what high performance looks like and passionate about working within a high performance culture. Able to evidence examples of own high performance.</i></li> </ul>
<p><b>Qualifications/ Experience:</b></p>	<ul style="list-style-type: none"> <li>• Practical experience at Director level in UK organisations (ideally with significant SME experience) and all that leadership of such implies;</li> <li>• Valid UK driving licence and use of car, willingness to travel throughout the area and occasional meetings in other parts of the UK and Ireland.</li> </ul>
<p><b>Knowledge/ Skills:</b></p>	<ul style="list-style-type: none"> <li>• An up to date knowledge of the government and economic infrastructure in the Nation, and of emerging issues in the nation &amp; wider-UK;</li> <li>• Possess strong leadership skills, and foster an inclusive culture of collaboration in the nations &amp; pan-regionally;</li> <li>• Be a champion of SME's, as well as the key institutions from which are current and future members will be drawn;</li> <li>• Have a strong network relevant to the IoD Nation and its constituent audiences;</li> <li>• Have a strong understanding of challenges and technological advances which effect leaders of today;</li> <li>• A creative and proactive approach to management together with excellent interpersonal, communication, negotiation and motivational skills plus with a good understanding of marketing and media relations;</li> <li>• A detailed and comprehensive understanding of the National business landscape and community, and to be well regarded and connected with local business, evidenced by a strong black book;</li> <li>• Ability to manage a team to deliver upon agreed KPIs;</li> <li>• Strong understanding of business strategy and financials;</li> <li>• Ability to forge ongoing and productive relationships with business leaders and decision makers locally.</li> </ul>