



Director of Policy
and External
Affairs

Welcome

Dear Applicant

Thank you for your interest in joining CMI. We're offering a fantastic opportunity to lead and grow an influential Policy and External Affairs Directorate within an organisation that's already making a real difference to people's futures.

CMI works with business and education to inspire people to become skilled, confident and successful managers and leaders. With a wealth of practical qualifications, events and networking opportunities on offer, we help people boost their career prospects and connect them with other ambitious professionals across all industries and sectors. We're backed by a unique Royal Charter and remain the only organisation able to award Chartered Manager status.

We're looking for an established, senior policy and external affairs professional to take a confident and visible lead across our policy, public affairs, campaigns, research and media relations portfolio. In this high-profile and influential role, you will build on CMI's existing reputation as a significant thought leader on management, leadership, EDI, and more, in the UK and globally. You will have responsibility for developing and implementing our policy and external affairs strategy. You will work collaboratively across all departments to help increase our impact through original, exciting thought leadership and a point of view that sets us apart.

As a key member of our Executive leadership team, you will also be contributing to corporate strategy development across all key business initiatives to facilitate CMI's broader growth and development. Leading and mentoring a high performing team of 12, you will inspire innovation and foster the culture of trust and accountability that already attracts exceptional talent to our organisation. CMI is keen to invest in this directorate so we are looking for someone with the skillset needed to plan and implement growth and expansion.

The team at CMI is collaborative, commercial, open and genuinely motivated by CMI's mission. We have an enviable organisational culture and can offer exceptional benefits. If you believe you have the qualities we need, I very much look forward to hearing from you.

Ann Francke
Chief Executive



CMI in brief

At the heart of everything we do at CMI is our mission, vision and values. Our vision at CMI is one of better led and managed organisations and our mission is to increase the number and standard of professionally qualified managers by inspiring people to become skilled, confident and successful managers and leaders.

CMI aims to be a dynamic social enterprise that's both well-managed and true to our values. We are currently training over 90,000 managers and our thought leadership, research and online resources provide practical insight for both today's leaders and the next generation. This insight also means we can confidently represent our 164,000 plus membership community when speaking to policy makers.

CMI's key current strategic priorities are to:

- grow partnerships to increase the number of Chartered and qualified managers and leaders
- create the right integration of products, propositions and channels for our customers
- be the professional home for management and leadership, and
- develop global mindset and presence.

To find out more

To find out more about our performance and strategic objectives, please visit [Annual Report](#) | [View now](#) | [Governance - CMI \(managers.org.uk\)](#)

About the role

The Director of Policy and External Affairs sits on CMI's Executive Leadership Team and holds accountability for policy, engagement, campaigns and communications. The Board will look to the postholder to produce and execute a strategic plan for the Directorate, ensuring CMI's overall key strategic objectives are being met.

The role has a necessarily sharp focus on how we can best utilise our thought leadership and research to prove the value of our offering, align our policy work to CMI's priorities, and identify areas where the team can help contribute to the growth of our community and partnerships.

As the 'engine room' of CMI's thought leadership, research and insights the Director will catalyse the work of our Head of Research and Head of Policy. They will continually identify opportunities to develop strong relationships with key Government and industry stakeholders to ensure CMI is working consistently to leverage its thought leadership and proven value in management and leadership development to influence and shape public policy.



Role description

Accountable to Chief Executive

Key relationships Three direct reports, within the directorate of 12; CEO; the CMI President and Board; COO / CFO; Director of Membership; Director of Partner Sales; Director of Partner Engagement, and Director of Insight and Development.

Alongside the above internal relationships, as the leader of our external affairs and communications teams, you will need to be exceptionally skilled working across our network of key external stakeholders to elevate the awareness of our brand. You will develop your own profile as a key CMI spokesperson and thought leader, alongside our President and CEO.

Main responsibilities of the role

- Leading and developing our policy and public affairs work to build CMI's reputation and positioning as a thought leader and policy influencer in management and leadership.
- Initiating and developing the 'great ideas' that shape the future of management and leadership.
- Collaborating across CMI to develop and deploy a modern, unified communications strategy that builds our brand and reputation amongst our key audiences, including decision-makers in government and the media, employers, educational institutions, business, members, learners & apprentices.
- Ensuring our research and customer insight data is gaining multichannel exposure to highlight and elevate the value of our product offering.
- Taking accountability for the implementation of our media relations strategy ensuring we take a modern, digital-first, approach to the use of both traditional and new media channels to influence our key stakeholders.
- Providing line management and leadership to the Heads of Departments, setting personal objectives and supporting their development in order to embed a culture of performance excellence.
- Be an active member of the Executive Leadership Team, helping to set and manage the strategic and operational plans for the organisation.
- Supporting and deputising for the CEO, where required, in her role as the organisation's lead public spokesperson.



Person specification

In your written application, please tell us what you can bring to the role against the criteria set out under [Part One](#).

Part One

Knowledge and Experience

- Demonstrable track record of building and managing stakeholder networks across government, education, industry and the media and holds a ready-made reputation.
- Strong and dynamic senior leader with successful experience of shaping and implementing compelling thought leadership, policy proposals, campaigns and media strategies.
- Exceptional communications experience with a progressive, 'digital-first' approach.
- Well-connected, credible and trusted by established contacts, with the proven ability to build and strengthen strategic relationships across policy and public affairs networks in Westminster and beyond.
- Experience of providing clear, balanced advice at a senior board level.

Part Two

Skills and Abilities

- Able to make a demonstrable impact on brand awareness and policy outcomes.
- Excellent communicator with a natural ability to engage, inspire and build strong, influential relationships with diverse stakeholder networks.
- Highly effective copywriting skills; able to draft quickly in a variety of styles.
- Able to build, mentor and develop teams.
- Able to translate vision into delivery and to solve problems with a broad range of individuals, influencing and directing change in a positive working environment with a sense of collective accountability.
- Able to build the profile of an organisation's top leadership (CEO and President) as well as your own as a key thought leader in this space.

Part Three

Personal Qualities

- Lives CMI's values: is professional, passionate, progressive and practical.
- Takes a progressive approach to evaluating the effectiveness of CMI's communications work against core objectives and looks for areas for improvement.
- Strong collaborator with a team-oriented, 'low ego' and flexible approach.
- Highly self-motivated with excellent organisational and planning skills.
- Agile and flexible approach.
- A visible leader with confidence, emotional maturity and cultural intelligence.
- Excellent judgement.

The CMI approach is to work collaboratively and flexibly and you may be required to take on additional responsibilities as and when required to support the business.



Terms of Appointment

Remuneration

This role attracts a salary of circa £120,000 per annum plus a 30% bonus.

Flexible working

The CMI supports and is open to requests for flexible working.

Annual leave

30 days paid annual leave (pro rata) excluding bank holidays; 4.5 days paid annual leave over the Christmas break.

Pension

Salary Sacrifice Stakeholder Pension Scheme.

Hours

35 hour working week.

Other benefits

The CMI is committed to being an employer of choice. Your remuneration package is not just about salary, your benefits make up a part of it as well. As well as a competitive salary a corporate bonus scheme, when it comes to company benefits, we are very generous.

Free life assurance 4 x salary	Training and Development
Free permanent health insurance	Employee Assistance Programme
Free accident insurance	Free Car Park
Sickness Benefits scheme	Retail/Leisure Vouchers
Enhanced maternity and paternity package	Gems at Work Freebies
Reimbursement of professional membership fees (our own Institute plus one other)	Free Fruit
Health/Hospital Cash plan	Bring your Dog to Work Day
Dental and optical	Rainbow Rewards
Physiotherapy, osteopathy, chiropractic, acupuncture and chiropody/podiatry	Instant Rewards
Consultations and diagnostic tests	Salary Sacrifice Cycle to Work Scheme *
Hospital: inpatient and day case surgery and treatment	Salary Sacrifice Buying Holiday*
Birth/adoption grant	Private medical insurance *
Bupa Health assessments	Interest free season ticket loan *
Prescriptions	Travel Insurance *
Helplines on stress, medical information, legal and GP advice line	Home Working Allowance *
Childbirth benefit	Company car/allowance £525 per month *
	Long service awards *

**Certain conditions apply to benefits. Some benefits are non-contractual and the Institute reserves the right to review benefits and withdraw benefits as appropriate.*

Commitment to ED&I

CMI is an equal opportunities employer. You should be committed to ensuring that, within the framework of the law, our workplaces are free from unlawful or unfair discrimination as defined by the Equality Act 2010.

How to Apply

To make an application, please go to <https://starfishsearch.com/jobs/cmi-dir-pol-ext-aff/> and click on the apply now button, with the following prepared:

- your CV or equivalent biographical information (no more than two pages)
- a short statement that brings to life your motivation for being part of the CMI and shares with us your early observations of our brand and our work from the outside.

We would also be grateful if you would also complete the Equality and Diversity monitoring form provided. This form is for monitoring purposes only and is not treated as part of your application.

Closing date is **Friday 3rd September 2021**.

Recruitment timetable

Preliminary interviews with Starfish and members of the CMI team	w/c 13th September 2021
Agreement of the final shortlist	By 22nd September 2021
Informal conversations between shortlisted candidates and CEO	Shortly after 22nd September 2021
First round interviews	To follow the above
Final interviews	Likely to be on or around 28th or 29th September 2021





CMI

 Starfish