



Candidate Pack for Executive Director of Membership and Sales



Welcome



Everything we do at the Education and Training Foundation (ETF) is about supporting the further education and skills workforce on their professional journey, so that in partnership with the sector we can provide transformational learning opportunities to learners aged 14 and above.

Founded in 2013, with a purpose to oversee workforce development, we were created by the education and skills sector, and we act with and for the sector. We are highly regarded for the wide range of support we offer to educators and leaders alike.

We are proud to set the professional standards for the quality of teaching and offer DfE-funded leadership, development and training programmes to improve quality and support professionalism across the sector. As well as professional development programmes we support recruitment into education and skills, we are underpinned by key data and research, and we are home to the professional community, whose 22,000 plus members we support.

We are now looking for an ambitious Executive Director of Membership and Sales to join our Executive team, and lead the membership and sales directorate that also encompasses marketing, events and our regional engagement team. The Executive Director of Membership and Sales will drive the growth of membership, increasing retention rates as well as setting the strategy for membership categories, products, services and partnerships, ensuring long-term sustainable membership income for ETF. They will develop a high-quality membership and marketing plan that aligns closely with our ETF strategy to deliver commercial benefits, but also implement the charity's brand, so that our profile can be maximised to the best effect.

This is a significant role and a compelling opportunity to deliver to the next phase of development at ETF, with a strong platform to build on. Strategic and collaborative in your approach, alongside a growth mindset, you will bring experience of operating at a senior level in an organisation of comparable scale and complexity. Able to build personal credibility quickly and be comfortable working flexibly and at pace, you will bring commercial acumen and maturity of judgement. Having led teams through change, you will be skilled in creating and maintaining a high-performance culture, inspiring and influencing at all levels, and working collaboratively across teams.

If you believe you have the skills, qualities and attributes required, we would be very pleased to hear from you.

Dr Katerina Kolyva
Chief Executive, Education and Training Foundation

About Us

The Education and Training Foundation (ETF) is the workforce development body for the Further Education (FE) and Training sector. We work in partnership with others to deliver professional learning and development for teachers, trainers and leaders. We balance government priorities with sector needs to achieve our core charitable purpose to improve education and training for learners aged 14 and over.

The ETF believes that the key to improving education and training is to support teachers, trainers and leaders to excel. Everything we do is in pursuit of its vision of:

- Highly effective, professionally confident teachers and trainers.
- First class leadership of the sector.
- FE as the career of choice for ambitious professionals who wish to make a difference.

We provide educators with a pathway of professional development throughout their careers, champion inclusion and enable sector change for a thriving FE and skills sector. Together, we are transforming lives and opportunities for learners aged 14 and above. To achieve this, everything we do is aligned to our four strategic goals:

Drive professionalism

Improve teaching and learning

Champion inclusion

Enable sector change



Our strategy

Our strategy, *Together we transform*, sets out our plans to support everyone working in the sector by championing the vital role of educators and leaders in transforming the lives of learners aged 14 and over. *Together we transform* places sector voices at its heart and reflects the feedback and input from an extensive listening exercise involving sector organisations and teachers, trainers and leaders from across the further education (FE) and skills sector. Our four strategic goals are to:



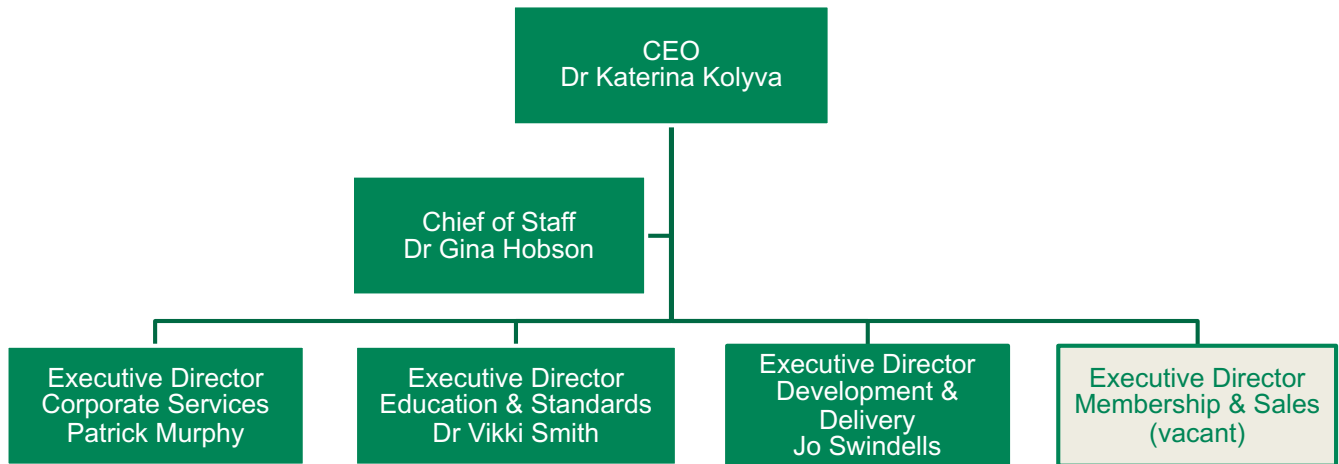
We work in partnership with many sector organisations, universities and education and research institutions. Our impactful leadership programmes are delivered through a strategic partnership with Oxford University’s Said Business School and King’s College London. We have a strong relationship with Government, informing workforce policy while focusing on sector need.

Find out more

Visit the ETF Website: et-foundation.co.uk

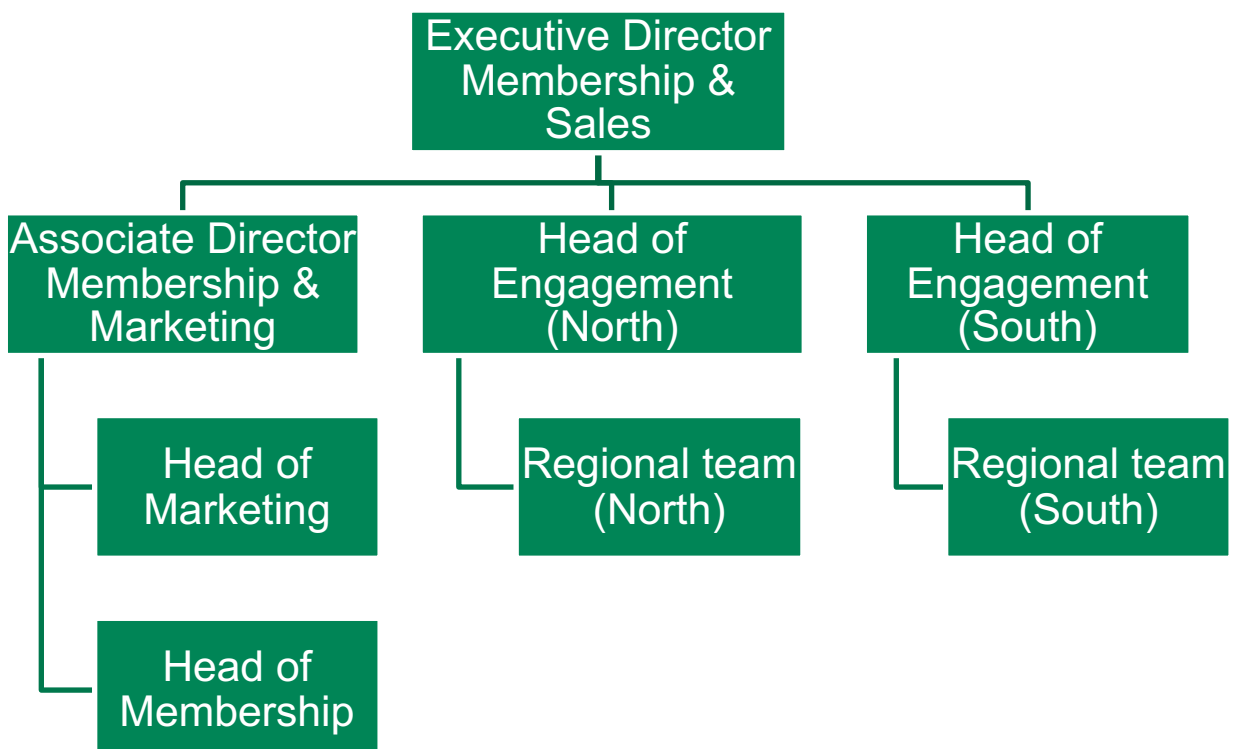


Executive board



2

Membership & sales directorate



Job Description

Job title:	Executive Director of Membership and Sales
Reports to:	Chief Executive Officer
Direct reports:	Associate Director Membership and Marketing, Heads of Regional Engagement x 2

Role purpose

As the Executive Director of Membership and Sales, you will play a crucial role in increasing the membership profile of the charity and delivering an effective marketing and events function for the organisation. You will design our value propositions, fostering member relationships and building new membership to support the charity's strategic goal of income diversification. The ideal candidate will possess a track record in membership organisations with a marketing and events background.

As a key member of the Executive Team your responsibilities will be diverse, ranging from overseeing member relationships, planning, analysis and performance reporting, through to ensuring strong membership and sector partnerships to support to the external facing role of the charity. The ideal candidate will have a strong membership and marketing experience, an understanding of the education and/or further education and skills sector and strong expertise and experience in building global relationships and networks in the education sector within a strong commercial context.

Role description

Strategy development and change management

- Develop and execute a comprehensive blueprint that outlines the charity's transition to a professional workforce development membership body in terms of its membership operations and marketing and sales functions. This will include developing the overall vision to building a professional membership register, defining key milestones, goals and envisaged outcomes and outputs.
- Work with the Education and Standards directorate and Corporate Services digital team to establish an accreditation model as part of the membership operations of the charity.
- Develop strong membership value propositions and continue to deliver strong value for ETF's individual and organisation members taking into account sector need as a whole.

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Membership growth and operations

- Design and oversee the implementation of the strategic framework for the professional membership body operations, including membership categories, benefits, fee structures and strategies to attract and retain professionals, building on ETF's existing membership offer and benchmarking with other relevant organisations.
- Establish and oversee the development of membership, registration and accreditation processes in line with policies, criteria and guidance set within the education and standards directorate (including the current processes of qualified and advanced teacher status), that uphold high standards of professional competence and ethics within the sector.
- Maintain close relationships with the education and standards directorate to ensure effective alignment between the standards development and process implementation.

Marketing and sales

- Oversee the smooth running of marketing, events and sales functions to ensure alignment with the charity's purpose and goals, clarity and consistency in key messaging and approach.
- Develop an organisation-wide marketing strategy aligned to ETF's theory of change, to ensure consistent and compelling content, methods and tools that enhance the charity's reputation and increase visibility while it aligns with our purpose and mission of being 'sector first'. Ensure all our marketing activity meet both our sector and commercial needs and government contract requirements.
- Devise an events strategy with clear long-term planning, sponsorship and partnership models.
- Ensure effective design, delivery and planning of all ETF events working with Education and Standards on content. Work with the Development and Delivery directorate to ensure business development is aligned with sales and our national and regional engagement.
- Oversee our sales function to ensure it is aligned with our strategic priorities, delivers on our annual and strategic targets and meets sector need.

Financial sustainability

- Develop and implement financial plans (working together with the Executive Director of Corporate Services) to ensure return on investment and the long-term sustainability of the membership function, balancing revenue generation with accessible and valuable services to members and the wider sector.
- Work across the organisation to ensure all opportunities for business development are aligned with capacity and capability within the membership, marketing, sales and accreditation teams.

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Corporate leadership and team development

- As a member of the Executive Board, provide corporate leadership to organisation-wide strategy development, performance and risk, continuous improvement and financial sustainability. Balance challenge and opportunity in discussions and bring an evidence-based and expert view to debates that enhance the charity's performance and impact.
- Engage with the Board of trustees and its committees as required, bringing evidence-based approaches to inform Board strategy and ongoing performance of transformation directorate. Uphold the highest ethical standards in all interactions and adhere to relevant legislation, regulations and industry best practice.
- Provide inspiring and effective leadership to the directorate, fostering a collaborative and high performing culture. Mentor and develop staff to achieve their full potential and contribute to the charity's success.
- Lead the newly established directorate and support the rest of the charity through a change process, fostering a culture of agility and adaptability and ensuring that all key stakeholders understand the benefits and objectives of the change. Provide strong and inspirational leadership to the team and across departments.

Additional information

Internal / external contacts that this role liaises with includes:

- Members (individuals) and accredited providers (institutions)
- Other membership organisations (for partnerships)
- Marketing suppliers and partners
- Sponsors
- Sector bodies and partners
- Executive Board, Board of Trustees and steering groups/committees as required



Person Specification

Experience, Skills, and Knowledge

- Educated to degree or equivalent experience.
- Extensive and proven post qualification experience in a leadership role within transformation and change management in a highly complex operational setting.
- Demonstrable experience in commercial partnerships, illustrating strong judgement in commercial situations and experience in operating in new markets.
- Substantial experience in developing registration and accreditation functions and in membership or charity sector organisations, preferably in the education sector.
- Exceptional communication and presentation skills, with the ability to interpret standards/ policy into practice and embed into complex operations.
- Significant experience of reporting and presenting complex information in an accessible format and to communicate effectively with non-technical staff.
- Demonstrable experience in developing lean, agile and adaptable processes including digital services.
- Advanced knowledge of large scale complex operations, programme and change management.
- Understanding of or a strong interest in the further education sector.
- Understanding of best practice processes, procedures and controls for effective membership and marketing and sales services.
- Excellent written and oral communication / interpersonal skills, with the capacity to engage effectively with stakeholders at all levels.

Governance and Leadership

- Extensive experience of corporate leadership, operating within an Executive Board.
- Demonstrable experience of engagement with a Board of Trustees, ability to operate at a strategic governance level.
- Exceptional strategic leadership at senior level including motivating and developing staff, setting directorate objectives and managing performance and risk effectively at corporate level.
- Strong financial management at senior level including setting and monitoring budgets at directorate level and informing annual budgets corporately.

Personal qualities

- Demonstrate commitment to the ETF's values.
- Demonstrate a commitment and understanding of Equality, Diversity and Inclusion across all areas of work.
- Ability to reach decisions and judgments based upon balanced assessment of the technical, business and human risk factors involved.
- Collegiality in working as part of an effective high performing Executive Board and ability to balance strategic and operational priorities.
- Ability to operate confidently in a Board of Trustees and committees of non-Executives.
- Highly developed personal influencing skills with a personal network and track record of positive business relationships.

Terms of Appointment

Salary

The salary for this role ranges to £94,000 - £115,000 per annum on a full-time permanent basis.

Location

London /Hybrid (the role requires at least one day in the office in Victoria)

Pension

Employer = 6% / Employee = 2%

Annual Leave

30 days, excluding Bank Holidays

Additional Benefits

- Life Assurance (4 x basic salary upon death)
- Employee Assistance Programme
- Staff Training & Development
- Work-life balance policies / Flexible Working
- Volunteering leave - 5 days in total – 3 days paid, 2 days unpaid
- Generous sick pay
- bYond earn up to 15% when you shop at over 80 UK retailers
- Extras Discounts - great savings over 100 brands including, M&S, ASOS, Nike and many more
- Flu vaccine voucher



How to Apply

We hope you will consider making an application. If you have questions about the appointment, To make an application, please go to <http://starfishsearch.com/jobs/ETF-exe-dir-mem-sal> and click on the apply now button, with the following prepared:

- Your CV (no more than three sides).
- A supporting statement (no more than two sides) that sets out why you think this role is the right move for you and how you meet the knowledge and experience criteria.

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

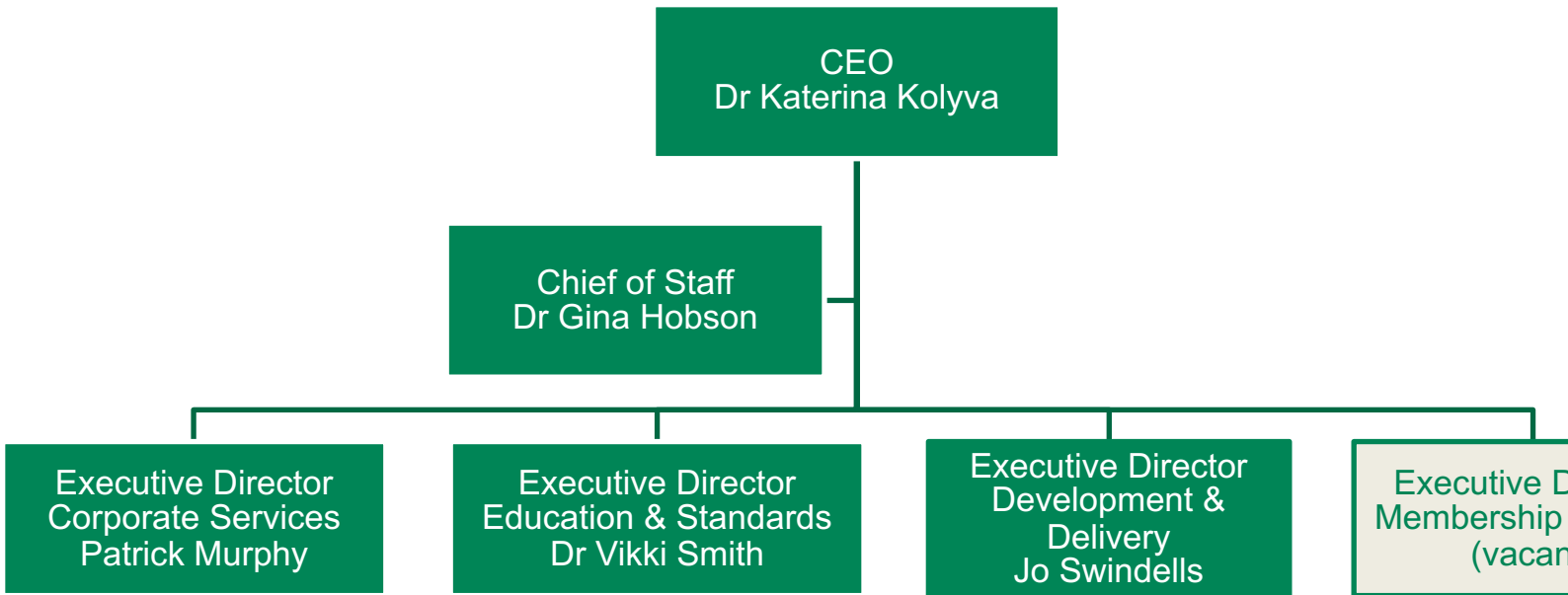
Closing date: Monday 28th October 2024

Preliminary interviews: W/c 4th November and w/c 11th November 2024

Final Panel interviews: Friday 29th November 2024



Executive Board



Membership & Sales directorate

