



Managing Director, Scotland

Position Profile



Inspiring business

Contents

1.	Welcome from Aidan O’Carroll, Chair of IoD Scotland	3
2.	The Organisation.....	4
3.	The Opportunity.....	4
4.	Key Responsibilities	5
5.	Preferred Candidate Background	6
6.	Remuneration	8
7.	The Recruitment Process.....	8

1. Welcome from Aidan O'Carroll, Chair of IoD Scotland

Dear Applicant,

First of all thank you for considering applying for this important role.

The creative spirit of IoD in Scotland is already making its mark, and we continue to expand our footprint with new Chairs appointed for Central and South Scotland to help bring a revitalized membership proposition to more existing and potential members.

These are exciting times at IoD with a significant project underway to realign the organization to make it fully relevant and vibrant for the future. This includes a much more decentralised model which will give Scotland significantly more autonomy in how we approach the marketplace here and allow us to invest more in growing our membership. Through a motivated group of volunteer leaders that run our branches and our National focus in Scotland the successful candidate will be warmly welcomed and supported to build on David Watt's legacy as the previous incumbent.

You will have the opportunity to help create and lead the agenda for Scotland, linked closely to our overall UK strategy for growth, lead a great team based at our headquarter office in Edinburgh, and build on great foundations for the future. While we live in challenging times, the core offering of IoD, fully modernized for our digital world, remains both relevant and important as we help build a sustainable ecosystem of leaders across all sectors in Scotland, with our core values of integrity, transparency and good governance being so important in today's environment.

If you believe you possess the right mix of skills and experience coupled with high levels of drive and enthusiasm, we look forward to receiving an application from you.

Yours Faithfully

Aidan O'Carroll
Chair of IoD Scotland

2. The Organisation

The IoD is the UK's leading organisation for individual business and organisational leaders. It is a non-party political business organisation founded by Royal Charter in 1903 with 30,000 current members and a turnover of just under £30million. Its key activities include providing leading edge representation, support and development for directors and leaders in organisations – helping them achieve greater success for their organisations and their own careers.

In Scotland, the IoD currently has c2,000 members who are supported from its Edinburgh Member hub and through a number of regional branches focusing on the Highlands & Islands, Central ,Tayside, Fife, Aberdeen, Edinburgh ,Glasgow and South geographical locations. The member base is drawn from all three main sectors of the Scottish business diaspora; Private, Public and Third Sectors, and reflecting this, the IoD represents a diverse community of interests across Scotland. The IoD Scotland has been proud to champion not only the entrepreneurs in our country, but the broader leadership that is so important for a connected society in Scotland.

The IoD's has 5 key values that underpin all activities:

- Integrity
- Passionate
- Inclusive
- Commercial & Enterprising
- Professional

IoD Scotland has a small team of professional staff, led by the Managing Director focused on delivering:

- A suite of member services and benefits;
- Effective networking events;
- Director Training and Development;
- Lobbying and representation activities;
- The annual conference;
- Director of the Year Awards and Gala Dinner.

3. The Opportunity

The IoD across the UK is currently embarking on a period of significant change. As part of that change Scotland will be granted an increased level of autonomy and accountability in terms of the organisation's ongoing performance and long term financial sustainability.

Building on the hard work and legacy of the previous Managing Director, the new leader will initially be focused on the development and delivery of an overarching vision and strategy to lead the organisation forward in this exciting next phase of its evolution.

Accountable to the IoD Scotland Chair and the membership, the **key priorities** of the role include:

- Establishing the IoD Scotland as the 'go to' professional organisation for business leaders, influencers, and the media, through relevant activities and the effective implementation of an innovative communications strategy
 - The promotion of continuous improvement in the quality of local member engagement services and communication, targeting both active and passive current members
 - Enhancing the learning and development proposition to deliver best in class leadership and governance training for both members and non-members
 - Promoting the profile of the IoD Scotland through engagement with local businesses and the development and maintenance of productive relationships with key public sector stakeholders within Scottish Government, Local authorities, Educational institutions and government agencies, relevant to the best interests of members
 - The promotion of the IoD's key agendas around Leadership skills & good governance across all sectors
 - Providing ongoing engagement, support, advice and guidance to all volunteers, and particularly to both the National and Regional Branch Chairs
-

4. Key Responsibilities

- Act as collaborative lead for IoD operations in Scotland, ensuring alignment to member needs and wider IoD UK Strategy
- Act as the key Executive leader representing Scotland with IOD UK Executive
- Provide proactive and inspirational leadership to the core office team playing a key role in turning premises in Scotland into a revenue generating asset
- Encourage member recruitment and retention by acting as a visible focal point for members and ensure that members gain exceptional value from their membership
- Oversee a programme of engagement which directly affects retention and acquisition and increases IoD relevance and value to members in Scotland, in line with the UK strategy
- Ensure the effective delivery of high quality, well-attended member networking events that also contribute to the bottom line
- Create a relevant Marketing/PR strategy ensuring alignment with the UK Marketing/Content and Policy/PR strategy

- Accountable for the Financial management of the Scotland operation, including P&L and budgets, generating sponsorship and other income to meet or exceed targets
 - Generate revenue to meet or exceed budget targets and ensure continued engagement and personal growth opportunities are provided to all members in Scotland
 - Regular engagement with National and Regional Branch Chairs, attending local branch events and providing ongoing support to volunteers and other members
 - Support the development of policy papers on relevant national issues
 - Prepare responses to relevant government consultations on issues in collaboration with committees and the wider membership and liaising with the Policy Unit in London
 - Instigate and attend Scotland committee meetings and events
 - Lead/Team all public relations activities to promote IoD Scotland, including where necessary media interviews, press articles and contributing to the National newsletter
 - Support and promote volunteer office holders and other agreed members including the Scotland Chair act as the public face of the IoD and as ambassadors and advocates for its values, promoting media opportunities
 - Organise and promote a high-quality Director of the Year competition & aligned events programme with the IoD UK Branch & Events Strategies
 - Implement IoD policies, standards and initiatives, demonstrating behaviours consistent with the IoD values
 - Proactively engage with colleagues across the UK, ensuring positive relationships that provide members in Scotland with direct access to the wider IoD UK network
-

5. Preferred Candidate Background

An innovative, solutions focused and inclusive leader, you will have a detailed and comprehensive understanding of the Scottish business landscape and community and relevant experience of delivering against key strategic priorities, demonstrated by a record of achievement and high performance in senior leadership roles.

As a champion of Scotland's business community, across all sectors, the successful candidate will also bring a creative and proactive approach to management and excellent interpersonal, communication and negotiation skills.

Knowledge/ Experience/Skills

- Solid track record of effectively managing resources and budgets coupled with experience of delivering long term financial sustainability and value for money
- An experienced people manager with relevant experience of managing high performing teams

- Experience of leading both strategic and operational planning processes
- Proven track record in building and maintaining excellent relationships and partnerships with a wide range of stakeholders
- Previous involvement of engaging effectively with volunteers or expanding business networks through external engagement
- A strong understanding of positive good governance including direct involvement at board level
- Direct experience of raising an organisation's overall profile through brand promotion and associated marketing activities
- The ability to identify/quantify member priorities and needs, ensuring the delivery of effective solutions and support
- Demonstrable awareness of the opportunities emerging digital technology offers both the business community and in particular the IoD in Scotland in relation to transforming membership engagement
- Experience dealing with a range of complex issues in both political and demanding stakeholder environment
- An up to date knowledge of the government and economic infrastructure in Scotland, and of emerging issues in both Scotland & the wider-UK

Personal Attributes

- An inspirational leader who inspires excellence and delivers high performance
- Strong intellect and a pragmatic problem solver
- A highly skilled negotiator with a record of achieving successful outcomes
- A high level of interpersonal, communication (verbal and written) and influencing skills
- Strong political acuity coupled with the ability to operate effectively and rationally in a highly politicised environment
- Intellectual flexibility to move easily between significant detail and the bigger picture
- Strong ambassadorial and presentation skills with the ability to express views convincingly and coherently using a variety of media
- Absolute personal integrity – the public profile of the organisation is of paramount importance
- Exercises good judgement, confident in own knowledge, able to give advice to others and be accountable for the advice
- Willingness to listen and take opinions of members, volunteers and external stakeholders into account
- Significant personal drive and resilience
- Results focused with the ability to plan ahead and meet deadlines
- Strong continuous improvement focus
- An understanding of the expectations of Members within the context of a representative organisation

- Demonstrates behaviours in accordance with the IoD's key values; Integrity, Passionate, Inclusive, Commercial & Enterprising, Professional

Other

- Valid UK driving license and use of car, willingness to travel throughout the area and occasional meetings in other parts of the UK and Ireland
-

6. Remuneration

This role offers a competitive salary and benefits package, dependent on experience.

7. The Recruitment Process

The recruitment for this position is being managed by our advising consultants, Livingston James.

Interested candidates should provide a tailored CV to Douglas Adam at: douglasadam@livingstonjames.com

All third party applications, enquiries and direct approaches to the IoD Scotland will be referred to Livingston James.
