



National Director, Scotland

Position Profile



Inspiring business

Contents

1. Welcome Note	3
2. The Organisation	4
3. The Opportunity.....	5
4. Key Responsibilities.....	6
5. Preferred Candidate Background.....	7
6. Remuneration.....	8
7. The Recruitment Process	8

1. Welcome Note

Dear Applicant,

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

The IoD has been on a transformational journey to make itself fit for the future while continuing to stay true to its Royal Charter and the core belief that better directors and leaders make a better working world for the public good. The opportunity to lead Scotland into the next phase of growth is an exciting and challenging opportunity.

Working with a diverse team of leaders who are helping to drive newly empowered Branches, as well as the Scottish Advisory Board, you will have a fantastic opportunity to help to mould, lead and develop our membership base in Scotland. We are the only organisation that represents individual leaders and directors across all sectors in Scotland – private, public and third, with a strong representation in Universities and College networks as well. A key part of your role will be to help represent their views as well as engage them in growing dynamic and relevant networks of IoD members.

IoD's voice is an important one within Scottish and Local Governments as well as Public Bodies, and you will have the opportunity to represent and promote our members' views. Engagement with other business organisations, in particular, CBI, Scottish Chambers, SCDI, SFB, SFE and others is an increasingly important opportunity to pull together more alignment on Policy matters.

We are also very proud of our role in providing recognised leadership development training, and our Chartered Director (CDir) Programme is recognised around the world as a leading qualification. The opportunities to expand our offerings across a variety of courses and interactions in Scotland are significant and we want to promote these strongly in the future.

The IoD has changed in line with our ambition to be a lean and effective organisation that will represent its members in Scotland and use its reach to attract a wider body of directors and equivalents to join our organisation.

If you believe you possess the right mix of skills and experience, coupled with high levels of drive and enthusiasm, we would be delighted to receive an application from you.

Aidan O'Carroll
Chair of IoD Scotland

Jonathan Geldart
Director General - IoD

2. The Organisation

The Institute of Directors (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 over 20,000 current members. 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 approximately 1400 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 the South of Scotland 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 has five key values that underpin all activities:

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

The IoD Scotland has a small team of professional staff, led by the National 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

More information can be found at: www.iod.com

3. The Opportunity

As the credible, progressive face of the IoD in Scotland portraying and communicating the values of the Institute around good governance and the professionalising of Boards/Leaders, you will be accountable for the development and delivery of local strategy, working closely with Scottish National and Branch chairs as well as the Ambassador Network to grow the membership in Scotland.

Developing and maintaining productive relationships with key public sector stakeholders including Scottish Government, Local authorities, Educational institutions, and key membership organisations you will represent views and opinions of members, and of IoD UK, to decision-makers in national and local government thus informing policy.

Key priorities of the role include:

- Communicating the Institute's three pillars **Connect, Develop** and **Influence**, and establish the IoD as the 'go to' professional organisation for business leaders, influencers, and the media, through IoD activities in Scotland and the effective implementation of an innovative communications strategy
- 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 relevant to the best interests of members
- Developing and maintaining a strong working relationship with other members of the Big 6 – CBI, FSB, Scottish Financial Enterprise, Scottish Chambers of Commerce and SCDI
- Representing the IoD, and the wider business community, on bodies including, but not limited to, the Climate Change Assembly, The Natural Capital Forum of Scotland, FM's Advisory Council on Women and Girls, and the Group of 6 Membership organisations in Scotland
- Providing support, advice and guidance to Scottish National and Branch Chairs promoting continuous improvement in the quality of local member engagement activities 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
- Providing positive channels of communication and collaborative effort between Scotland and central departments of the IoD, and to represent the interests of Scottish members to the IoD leadership
- Inspiring, engaging with and leading volunteer stakeholders such as Branch Chairs and other members of the Scottish Advisory Board.

4. Key Responsibilities

- Act as collaborative lead for IoD operations in Scotland, in alignment with IoD UK Strategy, and aligned to nation's member needs
- Agree an annual budget and a three-year strategic plan, generate revenue to meet or exceed budget targets, and ensure continued engagement & personal growth opportunities are provided to members in Scotland
- Take overall responsibility, working with The Scottish Advisory Board and the Scottish Branches, for the Financial management of the IoD in Scotland, including P&L and budgets, generating sponsorship and other income to meet or exceed targets
- 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
- Proactive and inspirational leadership of the Scotland office team, and responsible for the cost effective management and use of premises in Scotland.
- Working closely with the Regional Chairs, 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
- Encourage member recruitment and retention by acting as a visible focal point for members and ensure that members gain exceptional value from their membership
- Originate and attend Scotland committee meetings and events, and engage with branch events where relevant to support volunteers & other members
- 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
- Create a relevant Marketing/PR strategy for Scotland ensuring alignment with the UK Marketing/Content and Policy/PR strategy
- Lead as well as support all public relations activities to promote IoD Scotland, including where necessary media interviews, press articles and contributing to the National newsletter
- Prepare responses to relevant government consultations and support the development of policy papers in collaboration with relevant committees, the wider membership and the Policy Unit in London
- Promote and support the development of continuing director development and Chartered Directorships, including signposting members to the IoD's National Professional Development offering, as well as local professional development activity
- Organise and promote a high-quality Director of the Year competition & aligned events programme with the IoD UK Branch & Events Strategies
- Proactively engage with colleagues across the UK, ensuring positive relationships that provide members in Scotland with direct access to the wider IoD UK network
- Work directly with the Director General and the Executive Management Team in the UK to both represent and promote Scotland's interests. Dependent on the

experience and suitability, the successful candidate may also be considered as a member of the UK Executive management team.

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 a senior leadership role.

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
- 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 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

- 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
- 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 salary and benefits package commensurate with 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, Director – Public and Not for Profit Practice at douglasadam@livingstonjames.com

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