



Chartered  
Institute of  
Taxation.

# Head of Business Development & Marketing

Job Information Pack  
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# Welcome

Thank you for showing interest in the Head of Business Development and Marketing role at the CIOT. As an educational charity and the leading professional body in the UK for advisers dealing with all aspects of taxation, if successful, you will be joining a dedicated team of staff and volunteers who ensure that we continue to meet our primary purpose of promoting education in taxation. Our key aim is to achieve a more efficient and less complex tax system for all and you will see from our annual reports that we do this through a wide range of activities.

Like many other organisations, the past 18 months has seen an acceleration in our services being offered through more digital and flexible means. We have adapted and performed well and are keen to harness opportunities to continue to grow the CIOT and CTA brand in the UK and through our global partnerships. This is a new role, which will be working with an established and committed team to deliver against our three strategic aims of Education, Standards and Voice. We have a number of exciting initiatives that we would like you to both lead and play a supporting role on, and we will talk more about some of those through the selection process. We'd also like you to bring your ideas and experience to the role to help us innovate and meet the needs of all our key stakeholders.

I hope you will consider applying for this role and become part of our friendly and committed team.

Helen Whiteman

CEO



# The organisation (CIOT)

The CIOT is the leading body in the UK for taxation professionals dealing with all aspects of taxation. Our primary purpose is to promote education in taxation. One of our key aims is to achieve a more efficient and less complex tax system for all. Our comments and recommendations on tax issues are made solely in order to achieve this aim; we are an entirely apolitical organisation.

Membership of the CIOT is by examination, nationally recognised as the gold standard of UK taxation education. We support our 19,000 members and 5,000 students throughout their tax careers, providing assistance through our London-based head office and worldwide network of 40 branches.

The CIOT is a registered charity, number 1037771 and a regulatory body for the purposes of Anti-Money Laundering supervision of tax practitioners.

The CIOT is a member of the Confédération Fiscale Européenne (CFE) and is registered under the European Commission's Transparency register, number 91596579174-61.

The CIOT is managed by its chief executive and directors, under the strategic guidance of the Council.

The CIOT is a company established under Royal Charter. Its governing documents comprise the Charter, Byelaws, Member Regulations and Council Regulations.

Policy on fund raising from the public:

The CIOT does not raise funds through asking for public donations in any form.

For the Annual Report and Financial Statements of the Institute visit:<https://www.tax.org.uk/annual-reports>



## Role description

This role is responsible for ensuring that CIOT has a strong and supportive relationship with employers, members, students, branches and other key stakeholders and to raise the profile of CIOT and the CTA brand externally. This involves the development and execution of effective engagement strategies, growing our pipeline of members and overseeing our brand and marketing campaigns to include our digital channels.

As a member of the CIOT management team, the role will be a contributor to the strategic direction of the charity and will provide expert advice and guidance to the CEO and Council with specific leadership responsibility for business development and comms matters. The Head of Business Development will take responsibility for ensuring that the membership and education teams of the CIOT are supported by a high-quality communications and marketing service that fall within the remit of this role. The role will support the CEO and Director of Education through the provision of good quality research, analysis and feasibility studies to inform strategic choices and support new business ventures. The role will work closely with the Head of External Relations (which manages political and media stakeholders and relationships) and Head of Member Services (which manages membership, branches and events) to manage the profile of the organisation and the CTA brand and the stakeholder engagement strategy to allow us to achieve our strategic aims.



# Key accountabilities

1. Develop a business development model that supports a range of stakeholders;
2. Establish a performance framework for our strategic business development and marketing activity to drive growth of the charity;
3. Build relationships with existing and potential clients in accountancy practices, law firms, in-house tax teams and government sectors considering both UK and international growth;
4. Supporting the Director of Education to oversee a programme of research and development leading to new products and services and manage their launch to market;
5. Identify opportunities to develop and strengthen relationships with employers and future members and others as appropriate to enhance our organisation and the awareness and appeal of CTA as a career choice;
6. In accordance with our Vision and strategic aims, oversee the positioning and development of our brand, identity and reputation;
7. Allied to 5, utilise relationships to increase the reputation, visibility and influence of the CIOT and CTA brand, also working alongside the ATT and ADIT teams as appropriate;
8. Coordinate and drive campaigns to launch new products to market or to promote existing products and services through the provision of accessible CTA/CIOT marketing collateral;
9. As a member of the management team, contribute to the overall direction and strategy of the charity and the daily management of the organisation;
10. Report to the Council and its subsidiary committees on the operational and strategic performance of the business development & marketing function;
11. With the Head of External Relations and Head of Member Services, oversee the planning and delivery of major stakeholder events;
12. Directly line manage the BD and Marketing Manager (part-time) and the Print and Digital Designer;
13. Represent the CIOT at external forums and events.
14. You will be expected to carry out any other duties that may reasonably be required in line with your main duties

# Skills needed to fulfil the role

- Educated to degree level, or equivalent
- Significant experience of having successfully led a business development function to achieve increased revenue and improved financial sustainability
- Significant experience of having contributed to organisational growth within an education, professional body or charity context.
- Experience having successfully engaged with and influenced a diverse range of stakeholders
- Demonstrable awareness and understanding of the professional services sector;
- Experience of having applied a wide range of business development & communication tools through both digital and conventional channels
- Knowledge of web analytics (e.g. Google Analytics, Google AdWords etc) and other business tools that can inform understanding of customer and market behaviour
- Experience of change management and business transformation.
- Solid people management experience, including delivery through cross-functional teams, external contracts and other non-employee resources
- Knowledge and understanding of funding within a professional services context
- Applied understanding of pedagogy and research principles.
- Outcome focused approach with ability to develop evidenced based, reasoned arguments to support recommendations and decision-making
- Excellent analytical, critical reasoning and problem-solving skills
- Ability to think strategically and exercise evidence-based judgement
- Well organised methodical approach to work with strong prioritisation, planning and IT skills
- Proven ability to work collaboratively and develop and manage effective working relationships both internally and externally
- Proven leadership and management ability with the ability to work through others providing encouragement and inspiration
- Ability to drive performance improvements through effective application of resources and use of systems and technologies

# Salary & Benefits Package

## Salary

The salary for this role is £70,500 per annum.

## Pension

You will be automatically enrolled into the Aviva Group Pension Plan (9% employer and 3% employee contribution) upon joining.

## Insurance

- Income protection cover which provides up to 75% of salary if you are absent due to ill health for more than 13 weeks.
- 24 hour group personal accident scheme providing a sum equal to three times current salary in the event of your permanent disability/ loss of a limb/ death.
- Non contributory life assurance cover of 4 times your salary.

## Holiday entitlement

The organisation offers a generous holiday entitlement offering staff holiday entitlement from 22 – 27 days depending on length of service. Staff also get a discretionary extra day holiday during Christmas.

## Optional Benefits

### Bupa (private medical insurance)

You can join our company paid private medical insurance scheme which pays for the cost of private medical treatment for acute conditions.

### Healthshield Essentials (including Employee Assistance Programme)

You can join our health & benefit programme. We pay the cost for the basic level (including any dependent children). The benefits include the refund of a range of medical costs (dental, optical, physiotherapy etc) and an employee helpline covering medical and legal issues and counselling.

### Interest Free Loans

After 6 months service you may apply for an interest free loan to help with the purchase of a season ticket or a bicycle.

### Child Care Vouchers

Our salary sacrifice child care voucher scheme is currently run by Kiddivouchers.

### Continuous Professional Development

The Chartered Institute of Taxation requires all professional employees to maintain their CPD activities and offers an exciting range of learning opportunities through its branch and conference programmes.



# Guidance notes for applicants

Thank you for considering working with us. These notes are designed to help you through our application process. However if you have any questions regarding the process that are not covered here please do not hesitate to contact Caroline Wright ([cwright@ciot.org.uk](mailto:cwright@ciot.org.uk)) for advice.

You can apply by submitting a covering letter and up to date CV via email to Caroline Wright [cwright@ciot.org.uk](mailto:cwright@ciot.org.uk). Your covering letter should make it clear how your skills and experience match those described in the advert and job description.

If you wish to find out more about the role before applying you may do so by contacting the individual identified in the advert. This will not prejudice your application in anyway.

If you do not hear from us within 2 weeks of applying this means that you have not been shortlisted on this occasion. Failure to be shortlisted for one role does not bar you from applying for others when they are advertised. This post will be resourced through a two stage interview process.

If you are invited to interview you must confirm your attendance by the deadline stated in the invitation

email. If you do not do so we will assume you are no longer interested. If there is to be a presentation or test you will be informed of this in advance.

If you have a disability and require special arrangements to be made please notify us as soon as you are shortlisted so we can try to accommodate your needs.

You will be told during the interview when you may expect to hear the outcome.

Although we appreciate the time and effort that goes into applying for a post with us we do not give individual feedback on applications or interview performance.

Successful candidates will be required to provide their original qualifications, proof of the right to work in the UK and the details of two referees before they commence employment.

We look forward to receiving your application.

