

Job Description

Job title	Head of Business Development and Marketing
Department	BD and Marketing
Reports to	CEO
Location	Monck Street
Working hours	35

Job Purpose

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

Other accountabilities

Job impact (desired impact of this role)

- Increased pipeline of those registering for the CTA qualification and any new qualifications we look to offer
- Build on and improve the existing programme of structured account management with employers and other key stakeholders
- Successful programme of regular, accessible communications via our digital channels to key stakeholders
- Regularly update key stakeholders on any developments regarding the suite of CIOT services.

Skills and experience 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
- Desire to understand and influence the changing environment of tax advisory, training and education
- Ability to work autonomously and maintain credibility with Council and its committees
- Receptive to working in a changing environment, embrace new ideas and technologies as an early adopter
- Excellent communication, presentation and influencing skills
- Appreciation of the value and importance of the CIOT's aspirations to support equality, diversity and inclusion by providing access to a career in tax

Budget & Wellbeing Responsibilities

You will be accountable and responsible for budgetary control and management in your area. As part of your role, you have an obligation to manage the budgets, income generation and resources. This will require you to take ownership of revenue and expenditure and escalate any budgetary issues where necessary. You should look to plan and direct the organisation's activities to achieve stated/agreed targets and standards for financial and trading performance, quality, culture and legislative adherence.

You also have a responsibility towards the performance and well-being of your staff and should manage departmental performance against agreed targets and budgets, within established policies and standards and in line with organizational culture. You should ensure that any activities deliver organisational requirements for quality management, health and safety, legal stipulations, environmental policies and our general duty of care.