

# MBA Director of Engagement 2023

## Further details

Director of Engagement

DATE: 22 October 2023

AUTHOR: Willie Wilson

Chief Executive

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**Marine  
Biological  
Association**

## How to apply:

An application should comprise the following and be sent electronically **by 2300h on Wednesday 22 November 2023** by email to: [recruitment@mba.ac.uk](mailto:recruitment@mba.ac.uk) (quoting reference 1023DOEWW)

- (1) A cover letter outlining:
  - i. your previous and most relevant experience,
  - ii. your motivation for applying,
  - iii. what you believe you can bring to the role, and
  - iv. confirmation you are available during the interview date (30 November 2023)
- (2) A full *curriculum vitae* including the names, addresses and contact details of at least three referees, including current employer. References will **not** be sought in advance.

**Informal enquiries** can be made to the MBA Chief Executive, Professor Willie Wilson ([wilwil@mba.ac.uk](mailto:wilwil@mba.ac.uk)).

### Right to work in the UK

All appointments are subject to applicants demonstrating their right to work in the UK. The Government introduced strict regulations and limits in April 2011 and only posts which meet the requirement for sponsorship under the [Skilled Worker](#) visa, including minimum salary levels, can be considered for a certificate of sponsorship. Applicants for the Skilled Worker visa may be required to acquire a [UK ENIC reference](#) (where they have been awarded a PhD outside of the UK) and/or [Academic Technology Approval Scheme \(ATAS\) certificate](#) in order to progress with your application.



## Timeline

Date (2023)	Activity
October	Adverts released (deadline 22 November)
October/November	Comms for positions
22 November	Deadline for applications
23 November	Shortlisting and candidate selection
30 November	Candidate Interviews
February onwards	Position starts

## Search Committee

Position: **Director of Engagement**

Professor Willie Wilson (Chair)

Janet Howes

David Johns

Katrina Houghton

Trustee Membership & Engagement Committee Member (tbc)

Trustee Finance Audit & Risk Committee Member (tbc)



## Introduction

**The Marine Biological Association (MBA)** is a Learned Society of scientists and members in over 40 countries, across 5 continents. Its in-depth scientific research into the interconnected marine environment is carried out from its prestigious laboratory HQ in Plymouth, UK (Britain's Ocean City).

It has a Royal Charter that recognises its world-leading status in marine biology. Since 1884, the MBA has worked as a voice for the ocean and in the interests of the global marine biological community. The MBA's advanced knowledge has contributed to the work of 13 Nobel Laureates and over 170 Fellows of The Royal Society.

Over the last 2 years, the MBA have made a range of strategic appointments to focus on building our membership offer, enhancing our training and events programme, improving communications and strengthening our philanthropic fundraising. In parallel, we have invested £5-Million in our research facilities to expand our research programme, and have plans to invest a further £4-Million, which will improve accessibility and sustainability at our Plymouth HQ. This is a fantastic time to join the team as we create a world-class facility and grow our engagement portfolio as the Director of Engagement. This is part of a wider modernisation strategy we have termed *Charting 150 Years of the Marine Biological Association* taking inspiration from the MBA's eminent scientific roots and spirit of discovery.

Our science motivation has a focus on the discovery of new biology and ecology in the ocean which contribute to three broad highly topical strategic science themes: **Climate Change** is one of the greatest societal challenges of the 21st Century. The continued collection and interpretation of biological data provides detailed insights



into how the ocean is responding to this threat and supports predictions about future impacts.

**Blue Economy** is best defined as taking inspiration from the ocean to derive economic benefit for a sustainable society. Biodiversity (including microbial biodiversity) and natural capital are the foundations of a vibrant blue economy, including biotechnology.

**Ecosystem Health.** As a major reservoir of natural capital, the ocean provides global economic benefits valued at \$2.5 Trillion/year. Most of that value depends on healthy ecosystems. Our researchers perform unique health checks at large ecological scales helping to identify anthropogenic threats such as microplastics, pathogens and invasive species.

Plymouth is an incredible place to live and work, explore its amenities, activities and up to date news on the following web sites:

[Living and working in Plymouth](#)

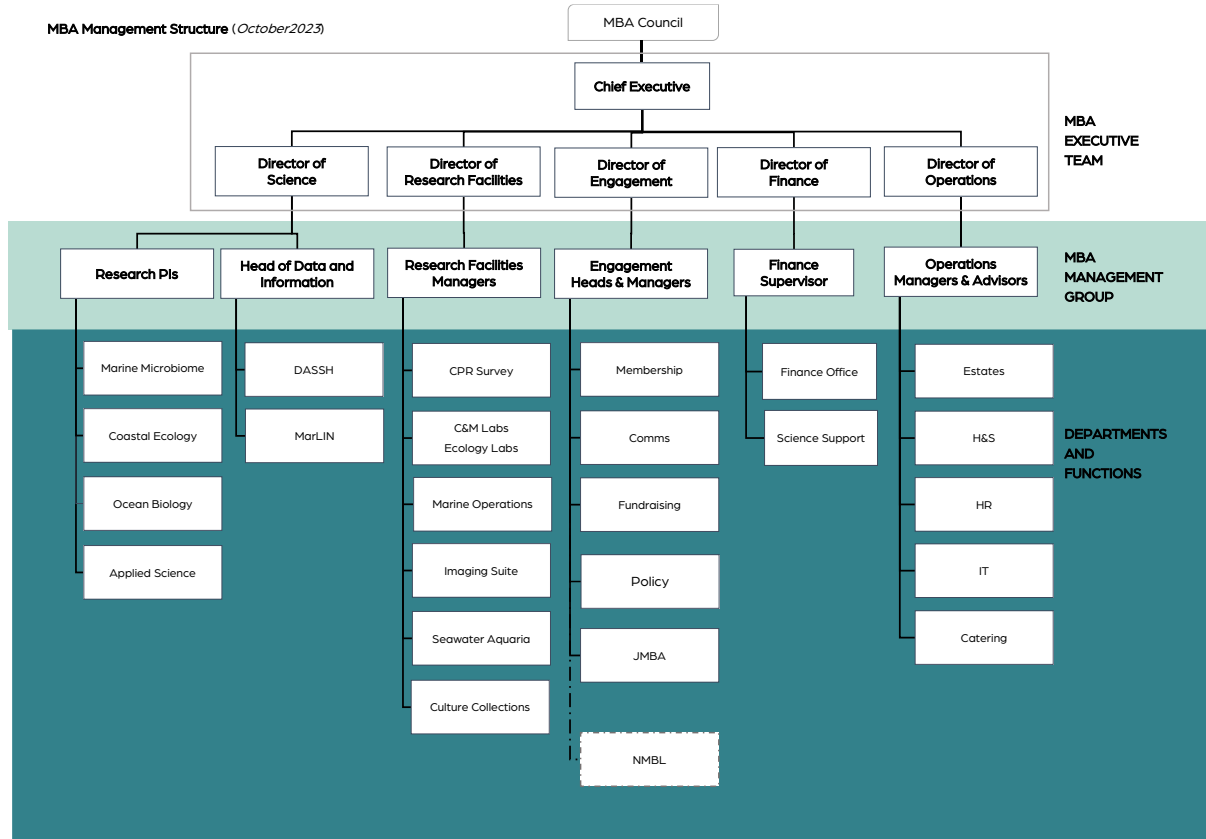
[Plymouth: Britain's Ocean City](#)

[Up to date news from Plymouth Live](#)

[Information from Plymouth City Council](#)



# MBA Management Structure



## Job Advert (Director of Engagement)

Marine Biological Association (MBA) Laboratory, Plymouth, UK

### DIRECTOR OF ENGAGEMENT

At the MBA we have a strong emphasis to attract, retain and develop talented individuals who share our passion, commitment and advocacy for a sustainable ocean. In return, we are offering you a unique opportunity to make a difference. The new role of Director of Engagement will provide strategic oversight to our commercial and charitable business team, promoting and developing our membership and training activities, building our philanthropy portfolio, as well as standing up for, and boosting equality, diversity and inclusion. This is a strategic role for someone who owns their career, who seeks solutions to challenges, who has a growth mind-set and can translate these to make a real difference to our ocean. Being an effective senior manager and strategic thinker is a given, a proven track record in driving business growth is critical. This exciting role will have a wide remit to provide extensive marketing expertise to promote the MBA's commercial and charitable business activities and enhance broader MBA Engagement with society. The goal will be to maximise our ambitious growth strategy to build the MBA's reputation as a Learned Society and to become a pre-eminent advisor in marine biology. You will make a genuine contribution to shaping the future of our ocean.

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**The successful candidate will have:**

- Extensive senior management experience
- Marketing expertise (ideally with marketing qualifications)
- Business development experience with proven ability to drive business growth, including: new markets, new clients, new partnerships and new products & services
- Proven expertise of creating and delivering product towards specified targets
- Proven expertise of successfully managing and collaborating with diverse teams with a range of skill sets
- Proactive strategic thinker with evidence of strategy development and implementation
- Change management skills and a passion for continuous improvement
- Demonstrable leadership and people management skills
- Proven ability to direct a strategic area of responsibility and deliver against a target-driven business plan
- Developed communication, interpersonal, and written skills to engage effectively with a wide variety of internal and external stakeholders at all levels
- Proven ability to collaborate across functional boundaries to achieve shared goals

The work location will be the MBA Laboratory, Plymouth, in the southwest of the UK, overlooking Plymouth Sound and on the border between Devon and Cornwall. Plymouth offers an outstanding quality of life, with its fantastic location by the sea and the dramatic expanse of Dartmoor National Park as a backdrop. Flexible working arrangements are standard; hybrid working can be arranged where appropriate.

Salary is commensurate with experience, and based on the UCEA scale (MBA Grade 6) **£56,021 – £68,857**. Relocation package will be available where appropriate.

**Benefits:**

- We offer generous leave, 30 days annual leave plus statutory Bank Holidays
- 3 Privilege Days given by the MBA (used during festive closure week following the statutory Bank Holidays)
- 20-minute paid morning break
- Flexible and hybrid working arrangements
- Subsidised on site canteen with free tea and coffee
- Cycle to work scheme
- Electronic vehicle lease scheme
- Low cost bookable parking on site
- Generous pension scheme – MBA will contribute 10% of basic salary into a defined contribution scheme with staff making a 3% minimum contribution. MBA will match additional staff contributions up to 15%.





Informal enquiries can be made to the MBA Chief Executive, Professor Willie Wilson ([wilwil@mba.ac.uk](mailto:wilwil@mba.ac.uk)). Further details on how to apply are available from [www.mba.ac.uk/careers](http://www.mba.ac.uk/careers). Applications should be submitted via email to [recruitment@mba.ac.uk](mailto:recruitment@mba.ac.uk) (reference 1023DOEWW) by the closing time/date of **2300h on Wednesday 22 November 2023**. Shortlisted candidates will be interviewed in Plymouth on 30 November 2023.

### **Equal Opportunities**

We welcome applications from all suitably qualified candidates and seeks talented people with diverse backgrounds and perspectives in order to enhance all that we do.



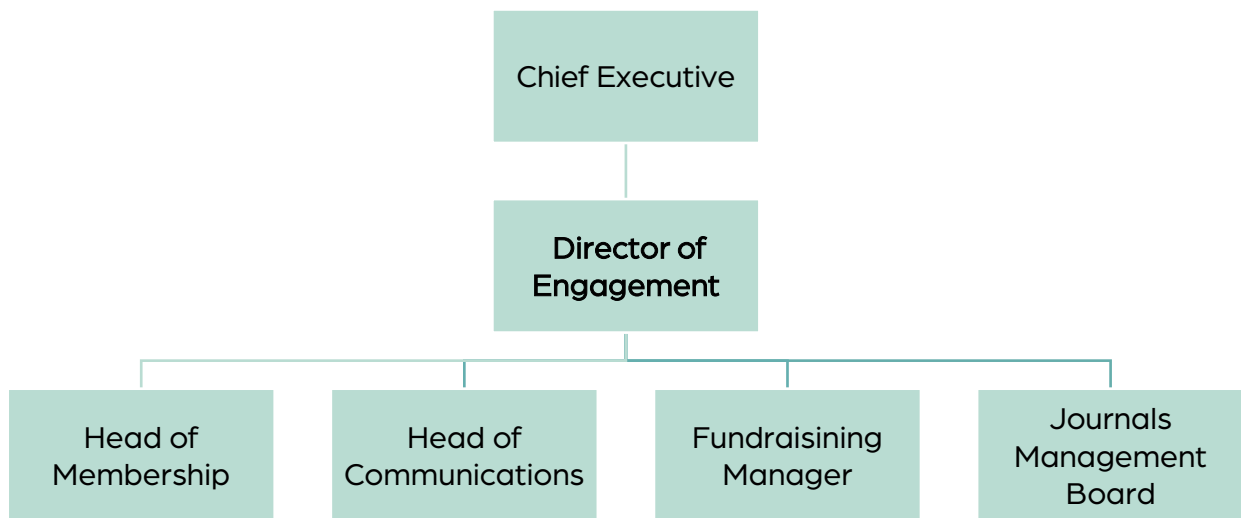
## JOB DESCRIPTION

**JOB ROLE:** Director of Engagement

**JOB HOLDER:** tbc

**JOB PURPOSE:** Strategic oversight, business development and marketing of Engagement pillar activities to achieve greater scale of services. Reporting results to the Chief Executive and Trustees.

**ACCOUNTABILITY:**



### Essential experience/skills/qualifications:

- Extensive senior management experience
- Marketing expertise (ideally with marketing qualifications)
- Business development experience with proven ability to drive business growth, including: new markets, new clients, new partnerships and new products & services
- Proven expertise of creating and delivering product towards specified targets
- Proven expertise of successfully managing and collaborating with diverse teams with a range of skill sets
- Proactive strategic thinker with evidence of strategy development and implementation
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- Developed communication, interpersonal, and written skills to engage effectively with a wide variety of internal and external stakeholders at all levels



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#### **Desirable experience/skills/qualifications:**

- Expertise with developing and managing accreditation
- Knowledge of/experience with Professional and/or Learned Societies and/or academic institutions
- Familiarity with philanthropic funding principles
- Knowledge of EDI principles and practice
- Familiarity with journal publishing management
- Familiarity with the Privy Council and charity sector
- Experience of engagement with national and international stakeholders
- Knowledge of marine biology/marine science as a discipline
- Knowledge of marine policy

#### **Key responsibilities and skills**

##### **Income Generation**

- Identify new business opportunities, including new markets, new clients, new products and/or services, new partnerships to achieve greater scale of services
- Lead target-driven business growth
- Develop focussed marketing to promote fundraising/philanthropy efforts
- To be proactive in identifying commercially-related funding opportunities and partnerships (e.g. through sponsorship) to benefit Engagement pillar activities and the wider MBA

##### **Strategic Leadership and Marketing of the MBA**

- Responsibility for the production and implementation of the MBA Marketing Strategy
- Develop strategic planning and business opportunities of library and information services
- Develop strategic planning and business opportunities of MBA's scientific Journal (JMBA) (working with Journals Management Board)
- Develop strategic planning and business opportunities for marine biology accreditation
- Oversee strategic hires
- Performance management of Engagement Team

##### **MBA Executive Team (MET)**

- Be a member of the MBA Executive Team representing the MBA Engagement pillar
- Ensure all Engagement operations, business planning and performance are reported to MET for discussion and prioritisation
- Oversight of financial budgeting, target setting and budget management of MBA Engagement pillar
- Represent Engagement business development activities and wider MBA marketing to MBA Council



- Secretary to the Trustee Membership and Engagement Committee

### **Stakeholder Engagement**

- Build relationships with new clients, gauging their needs and developing proposals to address these needs
- Demonstrate impact of MBA (working with other MBA pillars) through different avenues:
  - Policy
  - Public Engagement
  - Scientific Outreach
  - Training and Events (and CPD)
  - The Marine Biologist Magazine
  - Annual Report (and/or Impact Report) for wider MBA
- Oversight of wider national engagement portfolio (e.g. with other research organisations and Marine Biology – focused universities)
- Develop global engagement portfolio

### **Other**

- Develop a personal 5-year career plan (to update annually). Set ambitious stepwise annual SMART goals with clear measures and milestones (as part of the appraisal process) to help achieve your career goals
- Report at least fortnightly to the Chief Executive
- Undertake ad hoc tasks identified as being within the job-holder's capabilities





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