

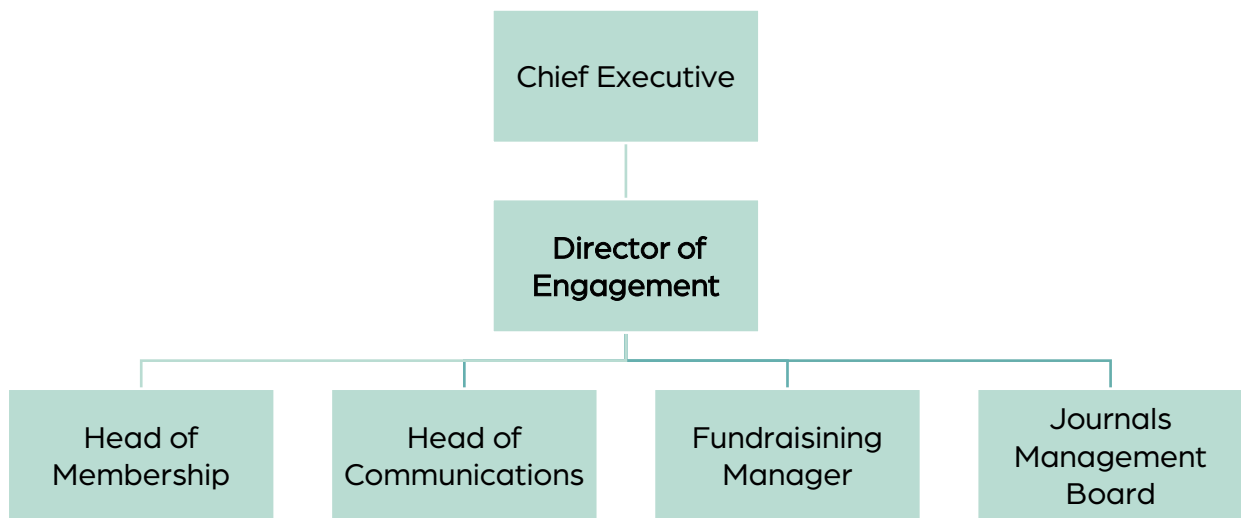
JOB DESCRIPTION

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
- 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

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