

Associate Director of Membership and Business Growth (Interim)



Location: Victoria, London, SW1/Hybrid.

Contract: Fixed term contract for one year. Full time - Monday to Friday, 35 hours per week minimum.

Salary: £70k plus pension and generous holiday entitlement.

The Education and Training Foundation (ETF) is the workforce development and Professional Membership Body for the Further Education and Skills (FES) sector. We work in partnership with others to deliver professional learning and development for teachers, trainers and leaders. We balance government priorities with sector needs to achieve our core charitable purpose to improve education and training for learners aged 14 and over.

We are looking to recruit an Interim Associate Director of Membership and Business Growth with the drive and confidence to increase our membership and commercial profile to maximise the income generating potential of the Foundation. You will be responsible for leading our strategic development and associated income growth of our Membership propositions to multiple membership audiences and putting membership at the heart of everything we do. You will also cultivate and manage strategic partnerships with sector and commercial organisations at regional, national and, potentially, global levels. You will support the Executive Director of Membership and Commercial in fostering relationships to support the Foundations strategic goal of membership growth and income diversification. The ideal candidate will have a demonstrable track record in leading and delivering professional membership with experience of developing innovative revenue-generating models, stakeholder management, negotiating partnerships and developing networks in the Further Education and Skills sector.

You will have strong membership income and growth experience gained in a commercially focused Professional Membership Body, as well as commercial and business development experience. An understanding of the education and/or further education and skills sector would be highly useful. Finally, experience in building diverse senior level relationships and networks within a strong commercial context, is very desirable.

Key responsibilities:

- **Membership Growth** - develop and deliver comprehensive membership growth strategies and activities, including reviewing, refining and delivering the Education and Training Foundation Professional Membership Body offer. The main purpose being to increase ETF's membership base and achieve annual targets - both income and membership volume.
- **Commercial Development & Business Development** - collaborate with education, CPD, standards, membership and programme delivery colleagues to create comprehensive commercial propositions that leverage our strengths, and ensure they are aligned with the Foundation's strategy and meet sector needs.
- **Leadership and Team Development** - take collective responsibility for operational performance of the organisation, in line with its governance and scheme of delegation, communication of risk and management action and driving delivery by the wider staff group.
- **Global development** - establish and maintain strong global networks of FES (TVET) leaders, influencers and experts on workforce development globally to exchange best practice and stay informed about the latest global trends that affect our charity and sector we serve.

Full details of the role and responsibilities required can be found in the link below. Please apply by visiting www.thewlisgraham.com/assignment-briefings and following the instructions in the candidate brief quoting reference AB0301. The closing date is 10 April at 4pm.

Should you still require a confidential conversation with Sarah Thewlis or for any other information please email applications@thewlisgraham.com.