

PART 2: DUTIES & KEY RESPONSIBILITIES

JOB TITLE:	TOMORROWS LEADERS SENIOR MANAGER
JOB HOLDER:	VACANT
DATE UPDATED:	AUGUST 2021
REVISION (HR Office Use):	VERSION 1

1 MAIN PURPOSE OF THE JOB

To develop and manage the Tomorrows Leaders category market to deliver on the Talented Community theme within the Corporate Plan. This will be achieved through developing and managing a portfolio of products and services across the membership category. Within this the Tomorrow's Leaders manager will commission, develop, and decommission products, services and partnerships to ensure the category is relevant to members and the wider external environment.

2 POSITION IN ORGANISATION

Reports to the Associate Director Retention within the Membership Directorate.
Line management responsibility for the Tomorrow's Leaders team

3 DIMENSION & LIMITS OF AUTHORITY

- Manages approved Tomorrow's Leaders annual Business Plan and Budget
- Limit of authority – budgeted expenditure – up to £2,000 (Manager level)

4 SKILLS & EXPERIENCE –

- Proven experience as a category or product manager, ideally gained within a service product environment in the membership or third sector, including:
 - Establishing and implementing associated methodology and process for product development
 - Analysing & researching market needs
 - Prioritising and developing roadmaps to take products and services to the market
 - Undertaking & maintaining competitor analysis
 - Developing business cases, including pricing reviews
 - Developing product marketing
 - Delivering product training
- Excellent supplier management skills, including:
 - Sourcing and procurement of new products and services relevant to the category markets needs
 - Commercial negotiation
 - Contract development and management
- Experienced people manager with the ability to manage, develop and motivate a small team
- Excellent communicator with the ability to build strong relationships with key stakeholders at a senior level and work collaboratively across internal functions and externally across the industry
- Excellent data analysis and report writing skills with the ability to confidently present information and data to a variety of audiences

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5 DUTIES & KEY RESPONSIBILITIES –

Description	%
<p>1. Strategy Development and Implementation</p> <ul style="list-style-type: none"> - Develop & maintain a deep understanding of customer / audience segment needs and market dynamics through carrying out relevant market analysis and provide evidence to support proposals. - Develop and maintain Tomorrow's Leaders product strategy and deliver in line with overall KPIs. - Ensure ongoing delivery of the Tomorrows Leaders category aligns with changing buying behaviours within the target market, adapting and improving where possible. - Lead the design, delivery and ongoing review of Tomorrow's Leaders products and services in line with the strategy and Corporate Plan objectives; working collaboratively across the organisation to develop strong propositions with clear USPs to take to the target market. - Develop and foster trusted relationships with key third party suppliers to implement product roadmaps that are aligned to budget and quality expectations - Align the CIOB's product portfolio with competitor and market analysis and ensure an agile approach is taken to meet the evolving market changes over time. 	40%
<p>2. Develop marketing materials</p> <ul style="list-style-type: none"> - Work with the marketing teams to deliver digital and non-digital marketing strategies for Tomorrow's Leaders, supporting the achievement of acquisition/engagement KPI's - Utilise relevant communication channels in line with the category market to promote the products and services, along with the value of CIOB membership - Develop approaches to articulate Tomorrow's Leaders value proposition to all identified audiences and end users, measuring and evaluating all activity to demonstrate return on investment 	15%
<p>3. Training</p> <ul style="list-style-type: none"> - Scope, develop and deliver training to all identified audiences, ensuring internal regional teams are able to effectively market and promote Tomorrow's Leaders products and services; and that volunteer member Champions and Representatives are equipped with the knowledge they need to represent and promote Tomorrow's Leaders to Members and potential members. 	10%
<p>4. Budget Management / Procurement</p> <ul style="list-style-type: none"> - Produce, monitor and manage high quality, accurate budgets that align with the Institute's Operational and Corporate Plans. - Monitor and deliver detail and variance analysis on monthly departmental financial performance, ensuring that key operational and financial targets/KPI's are met while facilitating decision making, forward planning and performance measurement. - Ensure consistent application and compliance with financial procedures and deliver excellent management of financial resources, promoting efficiency and accuracy. 	15%
<p>5. Team Management</p> <ul style="list-style-type: none"> - Manage the performance and development of your team in line with our Values Framework and Corporate Plan, motivating and engaging team members to deliver excellent performance. - Coach and develop team members, ensuring they have the required levels of skill, behaviour and knowledge; and personal development plans which they can take accountability for. - Drive effective team communication through regular and engaging one to one's, team meetings and performance conversations. 	20%

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This is not an exhaustive list of responsibilities involved in the role and the CIOB reserves the right to change the scope of job in line with the operational requirements.

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