

<b>Job Title</b>	Chief Executive
<b>Key Focus/ Role Purpose</b>	The Chief Executive is always viewed as the ‘voice’ of ABCUL’s members, someone who will have the over-riding responsibility to “own and deliver” ABCUL’s strategic business plans on behalf of the Board and members. The Chief Executive is responsible for the growth of the trade body and leading ABCUL in securing a strong, viable, professional credit union sector and for ensuring that the interests of member credit unions are properly and fully represented.
<b>Measurables</b>	<ul style="list-style-type: none"> <li>• Number of member Credit Unions – 132</li> <li>• Total assets of members – £1.3 billion</li> <li>• Annual Income – £1.4 million</li> <li>• Number of employees – 14</li> </ul>
<b>Hours</b>	Full Time – 35 hour week
<b>Reporting to</b>	The Board
<b>Location</b>	Manchester
<b>Salary</b>	£80,000

## KEY ACTIVITIES

### 1. Strategy

- Shape and lead the strategic direction of ABCUL under the ultimate control of the elected board of directors;
- Develop and articulate a vision for the future of the credit union movement through consultation with members and based on a sound knowledge of the sector;
- To increase the percentage of credit unions in membership to ensure an even stronger voice for the sector, with an aspiration to take ABCUL from the leading trade association to the only trade association for the credit union sector.
- Develop and manage strategic relationships and plans for growth for the Foundation with a focus on delivery of the Foundation aims and objects. This will include;
  - The Leadership and Management School
  - Developing bids for Foundation and programme sponsorship including negotiation of all contractual and funding agreements.
  - Generating new opportunities and ideas to support the development of the Foundation

## 2. Leadership & Management

- To act as a role model for ABCUL's culture and climate and ensure this is developed and maintained.
- Support and develop the senior leadership team and ensure the overall staff team have the capability to deliver what is required from the business.
- Ensure that ABCUL has a sound business planning process in order to develop, implement and monitor the delivery of key strategic and operational objectives.
- To ensure that financial sustainability is maintained as the business grows and develops
- To Lead the Annual Conference Programme and associated events yearly through the Senior Leadership Team
- Ensure that ABCUL has a highly motivated and talented team of staff to deliver the business plan and provide a high-quality service to members.
- Ensure that ABCUL communicates its plans and progress effectively to key stakeholders including members.

## 3. Service Delivery

- Inspire the confidence and enthusiasm of ABCUL's member credit unions, Regional Forums and Board ensuring all are fully engaged in the strategic and operational direction of the trade body.
- Ensure that ABCUL continues to improve its services to members, to provide them with the support and resources necessary to enable the credit union movement to grow and achieve its potential.
- Ensure that any internal surveys are co-ordinated and managed through the Senior Leadership Team

## 4. Political Landscape

- To act as an advocate for credit unions' interests, as the credit union movement's primary spokesperson, with Government, regulators, media and other stakeholders to ensure proportionate regulation and enabling legislation.
- To identify key influencers to help shape the future of the credit union movement.

## 5. Governance

- Ensure that ABCUL has sufficient financial resources to deliver its strategic plans.
- Ensure that ABCUL has appropriate organisational and legal structures to deliver its strategic vision and any risk is mitigated wherever possible.
- To ensure effective ABCUL Board reporting and administration
- To ensure that ABCUL complies with standards of performance and financial requirements in line with external and internal parameters and procedures

## QUALIFICATIONS & EXPERIENCE

### **Essential**

- Has relevant experience and proven success gained as a Chief Executive or Managing Director of an entrepreneurial SME or Member Trade Association.
- Understanding of the Credit Union movement, it's future requirements and expectations
- Has a demonstrable track record in building strong and effective relationships with a broad range of stakeholders at different levels of an organisation (Board, Senior Leadership teams and all members of staff).
- Is a credible leader – must be able to effectively interact with the ABCUL Board and Management Team to create and maintain a culture of transparency, delivery, customer focus and accountability.
- Is a visionary and strategist – must have the ability to set the strategic direction in the context of a changing landscape.
- Has extensive influencing, relationship building and management skills and able to “lobby” relevant groups and government in support of the membership vision.
- Must be experienced in providing professional, accurate and strategic advice to an elected Board and capable of reconciling different views through trusted and sound judgment. Must possess the ability to deliver strategy through working with a Board.
- Financial acumen and experienced in setting, allocating and management of significant budgets and assets.
- Demonstrable experience of successfully leading an organisation and its people through growth and change.

### **Desirable**

- Ideally, will hold an undergraduate degree perhaps coupled with a postgraduate qualification such as an MBA.
- Previous financial services experience and working with credit unions would be advantageous, it is not an essential requirement as capability is more critical than sector experience and qualifications.

## KEY COMPETENCIES

- **Strategic Thinking:** Builds a compelling vision for the Association's long-term success, shares that vision with others and identifies the knowledge competencies and actions required to deliver it coupled with the ability to actively engage with members and the Association's employees to build strong and sustainable relationships.

- **Leadership:** Leads by example, guiding, motivating and inspiring others, while promoting the Association's vision, values, direction and strategy.
- **Communication:** Communicates clearly, honestly, openly and widely both externally and internally using a range of communication methods. Must possess the necessary communication, interpersonal and ambassadorial skills to represent ABCUL publicly and to engage with stakeholders of all levels. As the articulate public face of ABCUL, they will also need to influence the debate on relevant policy areas with UK Governments and promote the work of the association to members and the wider community.
- **Interpersonal Influence:** Takes action to gain support from others using persuasion and influence.
- **Relationship Management:** Actively engages with members, the Association's employees and others to build strong and sustainable relationships. Must be experienced in building/managing partnerships with a variety of people and organisations.
- **Commercial Discipline:** Provides clarity on objectives and continually focuses on the actions required to deliver them.
- **Governance:** Takes into account relevant commercial, professional, legal and regulatory requirements in all activities and decisions.
- **Innovation:** Positively adapts to change and develops creative solutions that drive continuous improvement. Has the ability to create additional and on-going value-add to members.
- **Collaborative Working:** Works collaboratively with others, is approachable and supportive and creates a positive working environment. Will be a strong but empathetic and collaborative leader who can 'bring people with them'. They will have the necessary skills to manage, motivate, inspire and positively influence the ABCUL team to 'buy-into' and deliver not only the agreed strategy, but also ensure exceptional service delivery and member experience.
- **Change Agent:** Positively adapts to change and develops creative solutions that drive continuous improvement.

## **SALARY & BENEFITS**

### **Remuneration**

- Salary circa £80,000 depending on experience and pro rata to hours worked
- Car Cash Allowance of £5,000
- ABCUL contribution is 6% of your salary into the pension fund and you will contribute a minimum of 2%.

### **Holidays**

Enhanced holiday entitlement over and above the statutory minimum of 22 days in the first 2 years of employment which rises to a maximum of 27 days after 7 years' service.

## Enhanced Arrangements/Payments

- ABCUL provides a Death in Service payment of 2 x salary
- Flexible working arrangements in line with the Welfare Policy
- Enhanced sick pay arrangements subject to qualifying criteria
- Enhanced maternity and paternity benefits after a qualifying period over and above the statutory minimum.
- Access to an Employee Assistance Programme which offers independent support to any employee if they need counselling or help with difficult issues. In addition the scheme also provides additional benefits such as cashback on any costs for dental, optical or chiropody up to a potential **£800** per annum.
- Kitchen facilities and free tea and coffee
- Access to a workplace Credit Union