

JOB DESCRIPTION

SECTION 1

BASIC DATA

Job Holder's Name:		Job Title:	Director of Careers and Partnerships
Reports to:	Chief Executive Officer	Location:	Hybrid
Department:	Careers and Partnerships	Job Family:	Director

SECTION 2

ORGANISATIONAL STRUCTURE

This role reports to the CEO.

SECTION 3

JOB PURPOSE

(What is the purpose of the job?)

Responsible for developing, promoting and widening the take-up of The London Foundation of Banking & Finance's (LFBF's) chartered membership, fellowship, member events and Centre for the Study in Financial Innovation (CSFI) corporate membership. To use contacts to develop and maintain relationships at senior levels within some of the largest clients to fulfil LFBF charitable object, to achieve revenue growth, and customer satisfaction.

Responsible for bursaries, scholarships and awards. The role-holder will have P&L / Balance Sheet responsibilities for the deployment of LFBF own charity funds as well as external partner donations to enable students to receive scholarships, bursaries and awards. The role-holder will sit on the Chartered Membership Committee and LFBF Senior Leadership team reporting directly to the Chief Executive and Board of Governors with recommendations for scholarships, bursaries and awards.

Driving the business forward through the LFBF's brand incorporating CSFI. The role-holder is responsible for the development of LFBF's Chartered Member and integration of CSFI. The integration of CSFI will include devising a strategy and implementation of it, and ensuring it is aligned with the broader LFBF strategy. Working within a lean organisation, the role holder will be required to be heavily involved in delivery of final solutions, and to identify and prepare business cases for any external support required for delivery.

SIZE/DIMENSIONS

(In what context does this role operate in terms of area of impact, financial budgets and supervision and or management of staff.)

This is a senior role within LFBF with responsibility for the P&L / Balance sheet in respect of the deployment of LFBF's funds.

SECTION 4

PRINCIPAL ACTIVITIES/OUTPUT OF JOB

(This area outlines in more detail the duties of the post holder).

1. Develop and implement strategies to promote and widen the take-up of the London Foundation of Banking & Finance's (LFBF) chartered and membership and building revenue streams across the LFBF's different products.
2. Raise awareness of the London Foundation of Banking & Finance's (LFBF) charitable objective for the advancement of knowledge and education in the financial services sector.
3. Manage and grow a portfolio by building relationships with our primary market in the UK and potentially certain International Banks and Financial Services providers. This will be achieved by utilising experience and knowledge in developing creative solutions.
4. Develop a strategy and implantation plan for the integration of the assets relating to CSFI (including recommendations for new governance / advisory group structures). Noting that prior revenue generative activities have ceased but could be re-invigorated and explore new revenue streams
5. Supporting the launch and ongoing delivery of CSFI events, website, social media to build and promote the CSFI brand to industry.
6. Engage with key banking clients and others in the finance industry to seek sponsorship and support in hosting CSFI events.
7. Support the development of the LFBF's membership community.
8. Identify organisations and educational bodies to create partnerships where the LFBF can facilitate volunteering opportunities, scholarships, bursaries and internships to achieve its charitable objectives.
9. Through proactive interaction with corporates and other institutions obtain feedback on the education market and likely requirements.
10. Lead and support presentations to win commercial commitment from organisations and partners.
11. Maintain accurate and complete client and prospect records and adhere to all requirements of GDPR.
12. Identify and develop partnerships for the commercial promotion of The London Foundation of Banking & Finance membership proposition, events content and charitable objectives.
13. Identify universities, professional bodies and other educational institutions for partnerships to offer specialist finance and banking qualifications and chartered membership.
14. Through all interactions with clients and potential clients contribute to the development of a strong brand identity for the London Foundation of Banking & Finance programmes, reflecting The London Foundation of Banking & Finance values and strengths.
15. Take responsibility for commercial elements of the strategic plans to support The London Foundation of Banking & Finance's future growth.
16. Take responsibility for the profit and loss statement for the LFBF's training arm, LFBF Learning Ltd.

CONTACTS AND INFLUENCE EXERCISED

(Type, number and seniority of contacts, impact of influence)

This role interacts with the CEO, other senior colleagues in LFBF, the Board of Governors and external stakeholders and service providers.

DECISIONS

(How much freedom is there to provide solutions, and make decisions regarding the resolution of problems within the constraints of established guidelines or procedures, and supervision?)

Indicate the level which best describes the job holder’s involvement in the decision-making process:

Follows written and verbal instructions and established guidelines	
Interprets policies & procedures	
Participates in the establishment of guidelines & procedures	
Acts as final authority to implement policy, guidelines and procedures that affect strategic goals	X

Indicate the statement which best describes the impact of the job holder’s decisions:

Restricted to employee’s own work	
Has impact on department/directorate* objectives	
Has impact on The London Foundation of Banking & Finance objectives	X

DEFINITION /CLARITY

(The extent to which to job is defined; the clarity of the job’s boundaries, levels of uncertainty)

This is a new role and is therefore subject to amendment.

ANY ADDITIONAL FEATURES OF NOTE

This is a part time (0.6FTE) hybrid role with the expectation of being in the London office at least one day every other week (Wednesday).

Job holder signature

Date:

Line Manager signature:

Date:

PERSON SPECIFICATION

Qualifications, knowledge and professional memberships	Essential / desirable?
First degree in a relevant subject such as Marketing, Business	E
Relevant professional qualifications in marketing, finance, or business development	D
Knowledge of GDPR and data protection requirements, with the ability to maintain accurate and compliant records	E
Technical Skills, Knowledge and Experience	Essential / desirable?
Proven experience in developing and implementing strategic marketing and business development plans	E
Demonstrated ability to manage and grow a portfolio of clients, with a focus on building long-term relationships	E
Experience in developing and managing partnerships with educational institutions and professional bodies	D
Experience in organising and promoting events, including securing sponsorships and partnerships	E
Previous experience managing a profit and loss statement for a business unit or department	D
Core competencies	Essential / desirable?
Excellent Organisational and project management skills with the ability to manage multiple priorities and meet deadlines	E
Influencing and negotiating skills	E
Collaborative and team-oriented, with the ability to work effectively with colleagues, partners, and stakeholders	E
Excellent communication and presentation skills, with the ability to engage and persuade stakeholders at all levels	E
Strong strategic thinking and planning skills, with the ability to develop and implement effective strategies for growth and revenue generation	E
Problem solving and decision-making skills	E
Strong relationship management skills, with a proven track record of building and maintaining partnerships	E
Ability to develop creative solutions to complex problems and adapt to changing market conditions	E

Microsoft Office including advanced Excel skills	E
Proficient in digital marketing, including social media, website management, and online campaigns	D
Commitment to Continuous Professional Development	E
Strong ethical standards and integrity	E