

The logo for 'eod' is displayed in white lowercase letters on a dark purple, curved background. The background is a large, dark purple shape that tapers to a point on the right, set against a lighter purple background. In the top right corner, there is a partial orange circle. In the bottom left, there is a large yellow curved shape. In the bottom right, there is a pink curved shape.

eod

Recruitment Pack

Director of Partnerships and Growth

April 2025

Contents:

1. Welcome from James de le Vingne
2. Role summary
3. Employee Ownership
4. Who we are - the eoa
5. Who we are - our people and culture
6. Role details
7. Key activities
8. About you
9. How to apply



Welcome from James de le Vingne

Thank you for your interest in the Director of Partnerships and Growth.

The eoa exists to grow and strengthen employee ownership as a force for powering fairer livelihoods, stronger businesses, and a more resilient economy. With 800+ member businesses and a community of thousands of employee owners, we are the national voice for employee ownership in the UK.

Our refreshed strategy is focused on accelerating impact through people powered growth. We're here to make employee ownership a mainstream business model choice—by expanding the sector, setting the standard for excellence, and building a connected, values-led ecosystem. We do this through sharp insight, high-impact advocacy, and a thriving member experience.

For founders and business owners exploring employee ownership, or for leaders and managers building Great EO businesses, the eoa offers tools, knowledge, experience and connection. We facilitate powerful peer learning, codify what works, and champion the stories that inspire others to choose EO.

Together with our members, we're creating the conditions for employee ownership to thrive—seizing the political, cultural, and digital opportunities ahead. and this is where you come in.

As Director of Partnerships and Growth, you'll be the driving force behind the eoa's external influence and reach. you'll lead our advocacy and external affairs strategy, build meaningful partnerships, and deliver powerful events programmes that accelerate adoption of Great EO. You'll also shape the narrative—ensuring our insights, policy recommendations and thought leadership land with impact.

This is a high-profile, senior leadership role at a pivotal time for the EO community. It calls for someone with a track record in advocacy or external affairs, strong commercial acumen, and the ability to lead high-performing teams. It also needs a big-picture thinker—someone who can champion EO, influence change, and help us build a more inclusive, resilient economy.

If you're excited about the opportunity to grow an economy that puts people at the heart of business, we'd love to hear from you.

Thank you again for your interest—I wish you the very best of luck with your application.

A handwritten signature in white ink, appearing to read 'James de le Vingne', with a long horizontal line extending to the right.

James de le Vingne,
Chief Executive of the eoa



Role Summary:

Title: Director of Partnerships and Growth

Contract: Permanent

Hours: Full time, 37.5 Hours per week

Location: Flexible, with regular travel to eoa offices

Salary: £65,000 p/a + 7% Pension. 30 Days leave + Bank holidays

Reports to: CEO

Management: TBC





Employee Ownership

Evidence indicates that implementing employee ownership as a strategy for succession or growth can significantly engage and empower employees. By providing them with a meaningful stake and a voice in the organisation, it drives performance and helps establish sustainable, quality jobs within regional economies



Employee-owned businesses benefit from unlocking the potential of individuals and uniting them behind a common purpose, sharing both responsibility and reward. This, in turn, unlocks the potential of the business to be more innovative, more resilient, and increase productivity and performance.

The employee-owned business sector has seen unprecedented growth – it has more than doubled since 2020. There are now more than 2,250 employee-owned businesses in the UK. These businesses exist across a range of sectors including, professional services, manufacturing, construction, wholesale and retail, information and communications, health and social care, among others.

The sector's recent growth has produced a perfect storm of increased awareness, a sharper focus on succession brought about by the pandemic and greater focus on how people are impacted by business. Our groundbreaking Knowledge Programme research evidences employee owned businesses are 8% to 12% more productive, make a disproportionate contribution to the UK economy, and achieved increased profits since making the transition.

The sector is growing because it offers a succession solution that sustains the values, culture, and ethos of the business, as well as employment for future generations. It enables businesses to become independent, make long-term decisions and investments, thereby increasing their resilience to shocks and challenges. It is also credited with supporting with recruitment and retention, making it well suited to the challenges of 21st century management. It currently contributes more than £30 billion to GDP, adding to the diversity of Britain's economy through offering a vibrant and different model for achieving business success.

By supporting all our initiatives at the eoa, you will contribute to further increasing these figures and the positive impact we deliver.




Who we are – The eoa

We exist to propel employee ownership as a force for powering fairer livelihoods, stronger businesses, and a thriving people-powered economy. We are a responsible, inclusive, and growing membership organisation working to:

- **Expand the EO sector:** Increase awareness, accessibility, and advocacy to accelerate widespread adoption and mainstream EO.
- **Set the standard for EO excellence:** Equip businesses with the knowledge, tools, and insights to thrive through best practices, learning, and peer collaboration.
- **Strengthen and connect the EO ecosystem:** Build a robust, interconnected, and purpose-driven community by fostering collaboration among businesses, advisors, investors, and policymakers.
- **Building our core business assets:** We power our mission by investing in: brilliant people, effective governance, smart technology, and a sustainable, efficient operating model

Established in 1979, we're a not for profit and politically independent organisation that works in close partnership and builds strategic relationships with our 800+ members to champion, promote, and provide insight into the business case for employee ownership.

Our members gain access to and benefit from exclusive learning, networking, and trading opportunities within a diverse network of companies of various sizes and sectors

- We support our members to explore, transition to, and develop as employee owned businesses.
 - We connect our members with learning opportunities and with each other to share best practice and support them to celebrate and champion their EO success stories.
 - We represent the sector and advocate for policies and the right environment that support the growth and sustainability of employee owned businesses. By actively playing a key role in shaping and delivering the support and initiatives at the eoa, you'll help to further increase these figures.
- 

Who we are – our people & culture

Modest in size but with big relationships, we're a team of 16 staff based near the iconic Humber Bridge. Our stakeholders include the Board, President, Trustee Members, Membership Council, Specialist Advisors, and all member businesses as well as various member groups, prospective new members and the wider business community in general. Our annual turnover is £1.7 million.

In pursuit of our purpose to unlock the potential of people, businesses, and the economy through employee ownership we are

Bold:

We are growth minded and challenge conventional thinking to drive better business.

Inspiring

We nurture relationships and develop networks to achieve mutual goals.

Collaborative

We evoke passion for and influence interest in Great EO.

Caring

We make business personal and empower others to succeed.





Role Details

Are you ready to lead the charge in amplifying our influence, driving our impact, and accelerating sector growth?


At the heart of your role as Director of Growth & Advocacy is the opportunity to shape the external environment for employee ownership, champion the voice of our members, and lead high-impact strategies that grow both our reach and the sector itself.

You'll lead on policy, advocacy, external affairs and events—crafting compelling narratives, building powerful partnerships, and delivering programmes that drive commercial sustainability and sector-wide change.

From shaping relationships with key stakeholders and securing strategic sponsorships, to overseeing the delivery of thought leadership, content, and events, you'll ensure that the eoa is not just part of the national conversation—but leading it.

Your ability to influence, convene, and inspire will be critical to removing barriers to employee ownership and unlocking the potential of our £1.7m organisation to deliver even greater impact.

Join us on this exciting journey where your leadership will shape policy, grow influence, and contribute to our mission of unlocking the potential of people, businesses, and the economy through employee ownership.





Key Responsibilities

- Lead external affairs, collaborating with stakeholders to shape policy, advocacy and best practice that removes barriers and expands EO.
- Establish relationships and secure commercial partnerships and sponsorships, generating revenue to support advocacy, events, and sector growth initiatives.
- Engage key stakeholders to co-produce content that positively influence EO practice and policy and amplify the eoa's voice in public affairs.
- Oversee delivery of an effective content strategy that delivers our commercial objectives and positions the eoa as the leading EO authority.
- Oversee events programmes, ensuring they drive knowledge-sharing, sector development, and commercial sustainability.
- Represent the eoa at industry forums, policy roundtables, and public affairs events, championing the employee ownership model.
- Collaborate with the Director of Membership & Operations to align advocacy efforts with member needs and engagement.
- Lead and develop high-performing teams, fostering innovation and delivering measurable impact across advocacy, policy and event activities.

Success in this role

Success in this role means having a positive impact on the growth rate, influence and adoption of great EO across the employee ownership sector. Strengthening and expanding stakeholder relationships, driving advocacy impact and securing commercial sustainability through a diverse mix of sponsorships, partnerships will also be indicators of success.

Key outcomes for the role

Key outcomes for the role	Measures
Growth of the employee ownership sector	Increased number of EO businesses, heightened sector awareness
Strengthened corporate engagement	Growth in strategic partnerships, corporate and government engagement
Strong Commercial Sustainability	Increased sponsorship revenue, secured long-term commercial partnerships
Increased policy influence	Policy recommendations adopted, increased government engagement
Enhanced sector insight and intelligence	Utilisation of high-quality data and insights for regular sector related content outputs
Development and adoption of best practice	Creation, adoption and promotion of best practice across the EO network.
Successful events programmes	Increased participation, sponsorship growth, positive feedback.

About you

- **Proven expertise in advocacy, public affairs, or policy leadership**, ideally within a business, trade body, or membership association.
- Strong **stakeholder engagement skills**, with experience influencing government, media, and corporate partners.
- Demonstrated ability to **drive sectoral or policy change**, leading successful advocacy initiatives.
- Strong commercial acumen, with experience in sponsorship acquisition, revenue generation, and developing financially sustainable initiatives.
- Exceptional **strategic communication and storytelling skills**, able to engage and mobilise diverse audiences.
- Experience in **event programme development**, ensuring high engagement and sector impact.
- Passion for **employee ownership and economic models that promote shared prosperity**.
- Innovative, creative, and proactive in problem-solving and strategy execution.
- A confident and transparent leader who fosters collaboration and inclusivity through teamwork.
- Self-aware with emotional intelligence, resilience, and integrity.



How to apply

The eoa commits to recruiting from a diverse range of backgrounds and welcome applications from under-represented groups. These include people from Black, Asian and minority ethnic backgrounds, disabled people, LGBTQI+ people. We recruit on both skills and fit with the values of the eoa as a purpose-driven organisation. For a discussion about the role email jobs@employeeownership.co.uk and we will schedule a time to speak with our CEO.

To apply, send a two-page CV plus a letter explaining what skills experience and approach you would bring to the role to jobs@employeeownership.co.uk by 11:59pm on 25 May 2025

Interviews are planned for week commencing 2 June 2025. We will close this vacancy early if we receive sufficient applications for the role. If you are interested, please submit your application as early as possible.

