

# Job Description



<b>Job Title:</b>	<b>Executive Director - Commercial</b>
<b>Reports to:</b>	Managing Director
<b>Grade:</b>	Director
<b>Date:</b>	February 2023

## 1. Job Purpose

Responsible for overseeing the organisations daily business activities in relation to Commercial activities within customer experience, sales, marketing, PR, digital and ecommerce.

To lead the strategic direction of the organisation in their allocated business areas.

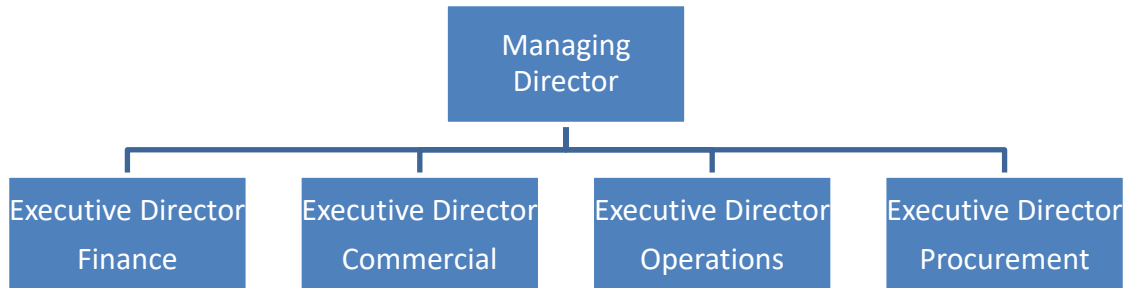
To act as a member of the YPO Board, leading the organisation in the implementation of the commercial strategy meeting the needs of local authority shareholders.

To represent the organisation at a senior level with customers, shareholder authorities and stakeholders.

Through effective communication inspire, motivate, lead and develop the workforce so that they have a real sense of ownership of its ambitions, encouraging cross service working, continual improvements in service delivery and a clear focus on agreed priorities.

Ensure effective governance arrangements are in place to ensure compliance with legal and regulatory requirements, public accountability and scrutiny of all decision making processes.

## 2. Organisational Structure



Each Executive Director has the operational responsibility for the services allocated to them. The areas of responsibility are subject to change depending on strategic priorities, capacity and the functional specialisms of the Directors in post.

There are currently ten operational leads

- Head of Finance
  - Head of Education
  - Head of Trading
  - Head of Public Sector
  - Head of Marketing and Digital
  - Head of HR
  - Head of Logistics
  - Head of Technology
  - Head of Business Change & Business Intelligence
  - Head of Public Sector Customer Engagement
-

### 3. Principal Accountabilities

#### Commercial Specific Accountabilities

- To lead and line manage the customer experience, marketing and digital functions, taking overall accountability for the performance of the Commercial Division by meeting and exceeding agreed key performance indicators.
- To ensure that YPO remains at the forefront of commercial best practice, taking account of industry and customer trends in all areas of its commercial operations.
- To lead the Commercial Division's annual budget process, working closely with the Finance Director to ensure Commercial maximises potential growth of the existing businesses according to the external environment/potential effect of changes to the market.

#### Generic Accountabilities

Bring thought leadership and professional insight to the full Board and contribute on all wider matters beyond the numbers to ensure successful delivery of wider business objectives.

Communicate effectively & appropriately to all levels in the organisation to align across strategy & delivery in an engaging and inspiring way.

The establishment and maintenance of a high performing team and best practice processes to provide the organisation with excellent technical capabilities for long-term growth.

To represent and promote the organisation with shareholders, customers and broader public sector stakeholders to develop the reputation and standing of YPO.

To advise the Managing Director and shareholders on the development and implementation of strategies and policies to enhance sustainable business growth.

To ensure that the procurement of all goods and services is carried out in such a way as to be EU compliant, where required and that the organisation obtains best value, in line with the standing orders and best practice.

As a YPO Board director, ensure that effective systems are in place to manage, develop, monitor, evaluate and review performance across the organisation to deliver agreed targets and service standards, on time and within budget.

Monitor and assess business trends and the competitive environment and respond to ensure the continued success of the YPO.

Effectively lead and manage the capacity and performance of the senior team through proactive review of performance targets and standards, to ensure they achieve strategic aims and service plans.

Ensure that all areas are compliant with good corporate governance and meet both UK and EU legislative requirements.

As a Director of YPO Procurement Holdings Ltd and subsidiaries, actively contribute to the successful development and commercial growth of these businesses.

To develop strategic operating plans that reflect the longer-term objectives and priorities established by the Board.

#### 4. Planning and Organising

- The role will lead the strategic planning for their service areas over a three to five-year horizon.
- It will also have responsibility for underpinning annual business plans, and be accountable for their resourcing, performance and delivery targets.
- It will be responsible for the effective delivery of operational projects and programmes including change programmes on time and within budget.

#### 5. Decision Making

- In conjunction with the Board and the Management Committee contribute to the strategic decision making of the organisation to ensure the long-term success of YPO over the next ten years.
- Provide the professional insight, judgement and collaborative leadership capability to enable effective decision making, sustainable growth and increased value to YPO shareholders.

#### 6. Internal and External Relationships

- Local Authority Shareholders
- Leadership teams within shareholder authorities
- Chief Executive Officers
- Legal Advisors
- Government Departments e.g. MHCLG, DFE
- Broader public sector stakeholders and customers
- Strategic business partners

## 7. Knowledge, Skills and Experience

Area	Essential	Desirable	Assessment
<b>Knowledge</b>			
Educated to degree level or equivalent through relevant experience	X		Application
Excellent knowledge of sales, customer experience, marketing, PR, digital and ecommerce	X		Application
Evidence of commitment towards continuing personal and professional development	X		Application
Excellent understanding of the public sector procurement and the education and broader public sector supplies and contracting market.		X	Application / interview / assessment
<b>Skills</b>			
Excellent leadership skills, with an open and encouraging management style	X		Interview
Excellent influencing and negotiation skills	X		Interview
Leadership agility to manage competing priorities and multiple deadlines	X		Interview
An advanced ability to anticipate problems and develop appropriate solutions.	X		Interview
A degree of political sensitivity, understanding and responding to the implications of working within a political and democratically accountable organisation.		X	Interview
Strong commercial acumen	X		Interview
<b>Experience</b>			
Evidence of success in senior leadership roles with significant strategic responsibility.	X		Application / interview / assessment
Proven ability to build effective teams and relationships, which are not limited by service area boundaries or hierarchies.	X		Interview

Demonstrable achievement and understanding of equality and diversity in employment and service delivery within a comparable organisation.	X		Interview
Proven experience of reviewing and monitoring the performance of services, budgets, teams and individuals against standards and outcome targets.	X		Interview

## 8. Special Features

A collaborative leadership style with the ability to contribute effectively across the business and outside your sphere of expertise.

**Jobholder Signature:**

**Manager Signature:**

**Date:**