

JOB PURPOSE

To lead all aspects of the PLSA's work on membership services, business development, marketing and communications, events, and training, and contribute to the strategic and operational leadership of the PLSA.

ACCOUNTABILITY

The postholder is a Board director of the PLSA and will report directly to the Chief Executive. You will be an executive director of the PLSA, leading a team of over 20 people.

KEY RESPONSIBILITIES

- ▶ As a member of the PLSA Board and the leadership team, you will lead and develop the PLSA's membership and commercial services and will contribute to the strategic development and delivery of the PLSA as a whole.
- ▶ Overall executive responsibility for the membership, business development, marketing, events and training activities.
- ▶ Develop and execute a strategy for the PLSA's membership and commercial activities including the development of new income streams that anticipate developments in the pensions industry.
- ▶ Generation of income in excess of £8m a year from new and existing sources.
- ▶ Build and maintain effective relationships with the PLSA's key commercial stakeholders, suppliers, sponsors, exhibitors and our members.
- ▶ Work closely with colleagues to ensure we offer excellent support and services to members on relevant issues, in a convenient way, and at the right time.
- ▶ Ensure we offer a range of valued and well-used membership services based on clear market and member intelligence that enhance the benefits of PLSA membership.
- ▶ Build strong links with PLSA's members so that the PLSA are well-networked and able to influence the right people at the right time.
- ▶ Strategic alliances are developed that increase the take-up of PLSA's membership and commercial activities and generally enhance the reach and reputation of the PLSA brand through leading marketing and communications.
- ▶ Represent PLSA at meetings and events, including meetings with senior officials, stakeholders and industry leaders.

- ▶ Provide advice on relevant issues to PLSA governance bodies and Chief Executive, as required.
- ▶ Keep abreast of key policy and market developments in order that they inform the development of the membership and commercial services.

ESSENTIAL EXPERIENCE / KNOWLEDGE

- ▶ A strong track record of success in a senior commercial role.
- ▶ Proven record in successfully developing, implementing and delivering new commercial products and services.
- ▶ Proven marketing experience with a record of innovation and customer focus.
- ▶ Ability to develop business opportunities to deliver profitable routes to market (including in partnership with others).
- ▶ Strong financial management and negotiating skills.
- ▶ An exceptional communicator: you are used to turning complex issues into concise narrative for a range of audiences, building understanding and securing buy-in for your ideas.
- ▶ Proven experience of operating at a senior level in a complex organisation, for example a membership body or a large public or private sector organisation.
- ▶ Proven ability to lead, develop and motivate a team.
- ▶ Knowledge of pensions, investments or financial services would be a significant advantage.

DESIRABLE EXPERIENCE / KNOWLEDGE

- ▶ Knowledge of running membership subscription services.
- ▶ Delivery of a range of events and training services.

KEY SKILLS AND PERSONAL ATTRIBUTES

- ▶ Persuasiveness and creativity.
- ▶ Ability to work autonomously and plan effectively.
- ▶ A naturally collaborative style.
- ▶ Outstanding leadership skills.
- ▶ Delivery focused.
- ▶ Excellent communication and interpersonal skills.
- ▶ Ability to develop trust across a range of audiences.

OTHER INFORMATION

We are based at offices in London. Our current discretionary arrangements are hybrid working with an expectation that staff attend the office at least 20% of the time, and attend other essential meetings and functions as required by their roles. As an example, other senior postholders spend around 40% of their time in central London either at the PLSA's office or at those of key stakeholders and members. Flexible working and part-time requests will be considered.

The team budget is just under £4m (including staff costs), with income targets of just over £8m, and the team includes over 20 staff.

A competitive salary and package which includes:

- ▶ Bonus based on performance
- ▶ Private medical cover and annual health check
- ▶ Life assurance
- ▶ Pension of 20% (15% employer/5% employee) or 10% (10% employer/0% employee)
- ▶ Health cash plan

HOW TO APPLY

To apply please send your CV and a covering letter explaining why you are suitable for the role to Angela Chapman, the HR Manager at the PLSA, at jobs@plsa.co.uk. The deadline for applications is Friday 30th May 2025. If you require further information, please contact Angela Chapman at angela.chapman@plsa.co.uk to request a candidate pack.