



## **Job Description**

Role title: Chief Executive

Primary role function: To inspire, grow and ensure the sustainability of the UK's professional body for career development.

Responsible for: The CDI team of employees, associates and volunteers.

Accountable to: The Board of Directors, through the President.

Salary: £80,603

Hours: Full time, with occasional evening and weekend work.

Location: Home based with a requirement to have a regular presence in the Stourbridge office (Ground Floor, Copthall House, 1 New Road, Stourbridge, West Midlands, DY8 1PH).

Pension: 4% employer contribution to personal pension.

Annual leave: 25 days annual leave plus public holidays. Three days leave is given to staff between Christmas and New Year at the discretion of the Chief Executive.

## **About the CDI**

The CDI is the professional body for the UK career development sector, with a membership of over 4,800 individuals and organisations. We exist to fulfil two broad purposes – to enable our members to offer the best support they can to their clients, and to champion the profession for the value it can add to individuals, the economy and society.

Our members help people define their career goals, identify their strengths and development needs, and choose the right pathway to gain the skills they need to progress. The cumulative effect of these millions of careers interventions each year helps address social mobility and economic issues such as workforce skills shortages, productivity challenges and moving to a net zero economy.

Membership of the CDI brings a variety of benefits, including gaining qualifications, a wide range of continuous professional development (CPD), recognition on the UK Register of Career Development Professionals (the Register), key resources to support practice and policy, the latest sector news and access to communities of professionals.

You can read the full applicant briefing pack on the [Recruitment for CDI Chief Executive](#) page of the CDI website.

## **Key accountabilities**

- Work in partnership with the President and Board of Directors to set out a five-year strategic plan that reflects the culture and vision of the CDI, and set short and long-term goals through a clear annual Business Plan.
- Provide inspiring and empowering leadership to the CDI team, to ensure delivery of the Strategy and Business Plans, while achieving a balance between member services, championing of the profession and commercial growth.
- Be an active and visible champion for the CDI and the profession, engaging across the career development sector, with stakeholders, the media and the public to raise the profile and understanding of the profession.
- Be accountable to the CDI Board for managing the CDI's financial position, set the budget, monitor the monthly management accounts and balance sheet, and report to the Finance and Risk Committee.
- Provide the CDI Board with regular risk assessments, reports on key business activities and updates on policy and political developments across the UK.
- Ensure good governance of the CDI by having appropriate policies and procedures in place to meet legal and regulatory compliance, and ensure that all legal and regulatory documents are filed.
- Provide effective leadership for the CDI staff to create a positive and supportive working environment, and enable them to develop and perform at their best.
- Responsible for the effective and efficient operation of CDI activities, through managing and developing the capability of staff, associates and volunteers.
- Ensure development and delivery of exceptional member services, professional training and events, with an excellent standard of customer service across all departments.
- Ensure effective communications to engage members, work with home nations' Associates and regional reps to tailor support to meet local needs, and ensure the CDI is representative of all areas of the profession.
- With the team, develop a business development plan to generate and realise opportunities for commercial revenue growth, from both existing and new partners. Includes commercial opportunities (such as advertising and sponsorship), contracts and grants.
- Build relationships with senior civil servants, politicians, government agencies and strategic employer organisations across the UK. Champion the profession and wider career development sector and provide input to government policy development at local, regional, nations and national level.



- Forge collaborative partnerships with stakeholders and external bodies, to enhance the CDI's reputation as a credible professional institute, enhance the impact of activities and add value to the profession.
- As the primary spokesperson for the CDI, engage with stakeholder groups through social media, media relations and at UK and international meetings and conferences.
- Undertake any other duties that are commensurate with the level and intent of the role.

While the successful candidate may not meet all the following criteria, these are the areas that the Chief Executive will need to have on joining or have the capability to develop within the role.

### **Personal qualities**

- Highly ethical ways of working.
- Collaborative and inclusive, encouraging and enabling others to support the goals of the CDI.
- A strategic thinker who is also able to effectively undertake tasks to support the team and achieve targets.
- Approachable and supportive leadership style, developing an environment where everyone can thrive.
- Enthusiastic, personable and positively memorable.
- Resilient and positive when under pressure.
- Conscientious, flexible and dependable.
- Diplomatic and politically astute, able to cope with difficult situations.
- Decisive.

### **Qualifications**

Essential:

- Commitment to the purpose, mission and values of the CDI.

Desirable:

- Understanding and appreciation of the career development sector.
- Level 6 or Level 7 career development qualification.

### **Experience**

Essential:

- Setting strategic objectives in collaboration with the Board, the team and stakeholders.
- Providing effective management of teams to continually raise performance through inspired leadership, coaching and empowerment.
- Developing and maintaining high level relationships with key strategic partners, stakeholders and policymakers.
- Identifying, developing and realising new business opportunities.
- Managing a business or substantial department.
- Experience of setting, managing and tracking significant budgets.

Desirable:

- Experience of the career development profession, skills, employment or education sectors.
- Operating in the context of a membership or similar organisation.
- Delivery of a service that is accountable to a diverse membership.

## **Knowledge**

Essential:

- National strategies and policies affecting the career development sector across the UK.
- Multi-agency working at a senior level with partner organisations.
- Professional development – understanding of qualifications and accreditation.
- Marketing and commercial sales.
- Use of social media and media channels to produce content and communicate with a variety of audiences.

Desirable:

- Quality control and assurance systems.

## **Skills**

Essential:

- Strategic and operational planning, including working with a Board.
- Effective networking skills with the ability to build and sustain collaborative partnerships.
- Excellent communication skills, both verbal and written, to a range of audiences.
- Ability to lead and motivate staff to meet demanding targets and maintain high standards of service.

- Able to identify and secure profitable commercial opportunities with a range of partners.
- Able to work to demanding deadlines under considerable pressure and sometimes complex situations.
- Able to make key choices in the context of limited resources.
- Proven ability in effective financial management.

Other:

- Willingness and ability to travel throughout the UK with regular overnight stays, and on occasion travel internationally.

## How to apply

If you would like to apply for this position, please send the following:

- An up-to-date CV outlining your employment history, academic and professional qualifications, and contact details.
- A supporting cover letter of no more than 2 sides of A4, demonstrating how you meet the criteria outlined in the person specification, and why you are interested in working for the CDI.

Please submit your completed application to [liz.treadwell@thecdi.net](mailto:liz.treadwell@thecdi.net).

Applications for this position will be open until Friday 30<sup>th</sup> October at the latest.

However, we will review applications part-way through October to fast-track interviews for any shortlisted candidates and may withdraw the vacancy before the closing date.

## Diversity

Our members help people from across society to thrive in their careers and lives. As their professional body we are led by our values:



We hold ourselves to the highest standards of professionalism, integrity and **ethical** practice, leading by example for the sector.

We operate and promote an **inclusive** culture where everyone can thrive, respecting others and working collaboratively to realise the best for everyone.

We **strive to advance** professionalism in career development, seeking to increase our benefit to members and working closely with our stakeholders to raise the status of career development.

We actively demonstrate and evidence the value that the profession offers; engaging and **inspiring** colleagues, stakeholders and the public about career development expertise.



CDI members and staff are required to abide by the CDI Code of Ethics, holding each of us to the high standard expected of a valued profession.

The CDI's Equity, Diversity and Inclusion strategy sets out our work to welcome, encourage and enable people from diverse communities to succeed in the career development profession. In our recruitment we encourage applications from candidates from under-represented communities, and if you require any assistance during the application process, please contact [liz.treadwell@thecdi.net](mailto:liz.treadwell@thecdi.net).

### **Next steps**

- Closing date for applications: Friday 30<sup>th</sup> October, with interim review of applications from 15<sup>th</sup> October.
- First interview with the CDI Board: 15<sup>th</sup>-30 October for early applicants, 2-13<sup>th</sup> November for final applicants.
- Meeting with current Chief Executive and staff: 9<sup>th</sup> to 27<sup>th</sup> November.
- Second interview with the CDI Board: 16<sup>th</sup> to 27<sup>th</sup> November.
- Appointment to be made by 30<sup>th</sup> November.

Please state in your application if you have any commitments during the interview period that may coincide with these dates.

The successful candidate may be invited to attend the CDI National Conference on 2<sup>nd</sup> and 3<sup>rd</sup> December as an observer. Applicants are asked to try and be available for at least one of these days in case they are successful.

The current Chief Executive will remain in post to conduct an effective handover until at least the end of April 2026.

If you require any further information or would like an informal conversation with our current Chief Executive, David Morgan, about the role, please contact Liz Treadwell at [liz.treadwell@thecdi.net](mailto:liz.treadwell@thecdi.net).