



Person specification for the role of CDI Co-opted Director (Business Development)

About the CDI:

The Career Development Institute (CDI) is the UK's professional body for the career development sector with around 5,000 members. Our purpose is to set standards, advocate for and promote high quality career development for all.

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.

We are committed to enabling everyone working at the CDI, across the profession and among clients to thrive. We therefore encourage diversity within the sector and would particularly welcome applications from individuals from under-represented communities – see 'Working for the CDI' at the end of this advert.

Role summary

The CDI is funded by membership fees, training activities and commercial partnerships, contracts and relationships. Surplus income is invested by the organisation to enhance our services and support for members, as well as our activities to champion the profession. Our 2030 Strategy includes aims to increase our commercial income, so the CDI Board is seeking to appoint a Co-opted Director to bring business development expertise and insight to the strategic direction and governance of the organisation.

This person will act as a Director of the CDI, with the general responsibilities of all Directors. In addition, they will bring a specific focus on business development to support the expansion of the CDI's income, including growth of commercial services, bid/tender expertise, grant applications and more.

This is not a delivery role, but an opportunity for an experience Business Development leader to provide strategic support, insight and expertise to the CDI Board, CEO and CDI team.

This is a voluntary role with travel and accommodation expenses reimbursed for Board meetings.

CDI Board composition

The Career Development Institute is a Company Limited by Guarantee, governed by Articles of Association under the Companies Act 2006.

The powers, duties and responsibilities of the Board of Directors of the Career Development Institute (CDI) are specified in the Articles of Association, the Rules of the Company and the Objects and Powers of the CDI. These documents may be accessed on the CDI website at:

<https://www.thecdi.net/about-us/governance/cdi-governing-documents/>

The Board of Directors of the CDI consists of:

1. The Officers:

- a) The President, elected by the membership for a 2-year term.
 - b) The President Elect, elected by the membership for a 1-year term concurrent with the second year of the President's term of office.
 - c) The Honorary Secretary, elected by the membership for a 3-year term, renewable once.
 - d) The Honorary Secretary Elect, elected by the membership for a 1-year term concurrent with the final year of the Honorary Secretary's tenure.
 - e) The Honorary Treasurer, elected by the membership for a 3-year term, renewable once.
- 2. The Chair of the Ethics and Professional Standards Committee, elected by the membership for a 3-year term, renewable once.**
- 3. Three Directors elected by the membership, each for a 3-year term renewable once.**
- 4. Up to four Directors appointed by the Board, each for a 3-year term, renewable once.**
- 5. Up to two Co-opted Directors appointed by the Board for a term of office determined at the time of appointment.**

Role Description

A Co-opted Director of the CDI is directly appointed by the Board of Directors to conduct a specific task for the Board. They are a Director of the Company with full voting rights and carry the financial and other responsibilities, required by the Companies Act.

All Directors are responsible for:

- Determining the CDI's strategic objectives and policies.
- Setting strategic goals and objectives that align with the CDI's vision.
- Helping identify opportunities that can help the Institute achieve its strategic objectives.
- Monitoring progress towards achieving the objectives and policies.
- Reading and interpreting financial statements.
- Identifying potential financial or other risks and helping to develop strategies to mitigate such risks.
- Appointing senior management.
- Accounting for the company's activities to members and other stakeholders.

In addition, as the Co-opted Director (Business Development) this role has the following areas of focus:

Strategic Business Development leadership:

- Contribute to the long-term business development strategy aligned to the organisation's purpose, values and 2030 Strategy.
- Challenge and support strategic proposals related to growth, diversification and sustainability of income.
- Provide sector insight and external perspective on market trends, risks and opportunities affecting the membership base.
- Provide informed oversight (not operational delivery) of business development activities and KPIs.

Income generation and financial sustainability:

- Advise on non-subscription income streams, e.g.:
 - Sponsorship and partnerships
 - Commercial services or products
 - Bids and grant applications
- Support the board in evaluating the financial viability and risk profile of business development initiatives.

Partnerships, sponsorships & external relationships:

- Advise on the development of strategic partnerships that enhance income, reach, member benefit or the profile of the profession.
- Support the development of a grant-application approach, to raise funds to support the work of the CDI and activities to advance the sector.
- Use professional networks, where appropriate, to link to potential partners or sponsors and provide credibility during high-value discussions.
- Ensure partnerships are ethical, reputation-enhancing and aligned with organisational values.
- Ensure proper decision-making frameworks are in place for commercial ventures, including conflict-of-interest management.

Support and constructive challenge to the Chief Executive:

- Act as a critical friend to the Chief Executive and team leading business development.
- Offer mentoring or sounding-board support where appropriate, without crossing into day-to-day management.
- Bring external best practice and lessons learned from other sectors or organisations.

Duties and responsibilities

- Attending Board meetings (typically two online and two in-person per year).
- Attending the Finance and Risk Committee meetings (typically four per year, all online).
- Participate in other sub-committees/sub-groups/working groups of the Board, as required.
- Meet regularly with the CDI Chief Executive to discuss commercial strategy and progress.
- Where appropriate, act as a sounding board for the Chief Executive and team on large commercial or grant opportunities.
- Facilitate links to key grant funding or commercial organisations.
- Participate in short-listing panels for the CDI UK Career Development Awards (UKCDA).
- Participate, if required, in the CDI Fellowships Awarding Panel.
- Write or contribute to papers and presentations at Board meetings, and on other occasions as required.
- Undertake occasional, appropriate work and/or representation on behalf of the CDI such as attendance at conferences, seminars, or workshops.
- Support the work of the CDI, its Chief Executive and staff, the Council and Standing Committees as appropriate or required.
- Declare any conflicts of interest on the public register and, when necessary, at meetings.
- Maintain ethical and transparent behaviour in line with the CDI's own Code of Ethics, in dealings with members of the CDI, stakeholders, and all others with whom their role as a Director brings them into contact.
- Commit to their own continuous professional development and learning, and to staying up to date with trends, regulations and best practices.
- Commit to developing strong networks and working relationships, with key stakeholders, members and associates of the CDI.

Person specification for the Co-Opted Director (Business Development) of the CDI.

Nominations for the post may come from across the Career Development sector or from organisations which have an interest and commitment to the development of human potential from across the United Kingdom.

Whilst we welcome nominations from all interested parties the nominee must demonstrate certain characteristics.

Essential characteristics

- Be a member of the Career Development Institute at application.
- Have the capacity to attend virtual and in-person Board meetings at least 4 times a year.
- Have no legal impediment which would prevent them taking up a post as a Director of the CDI.

- Able to think strategically rather than operationally, focusing on long-term sustainability and impact.
- Proficient at identifying business development, partnership and income generation opportunities.
- Successful track record in the process of bid writing.
- Demonstrable experience of working strategically to diversify income.
- Comfortable connecting commercial opportunity with organisational purpose.
- Able to assess ideas in the context of risk, mission fit, and capacity—not just revenue potential.
- Understand financial trade-offs and risk appetite appropriate to a membership or professional body context.
- Able to interrogate proposals constructively, asking the right questions.
- Understand the balance between member benefit and income generation.
- Naturally skilled at developing trusted relationships with senior stakeholders.
- Comfortable acting as an ambassador with partners, sponsors or funders.
- Able to guide, mentor and influence senior leaders without crossing into management.
- Exhibit integrity and ethical conduct and a commitment to upholding the highest standards of integrity, ethics and transparency in financial management.
- Have experience in business development related roles at a senior level, bringing a strategic approach and insight.
- Have proficient digital skills.
- Be able to work effectively as part of a team, including collaborating with other board members, and employees. They must be willing to listen to different perspectives and opinions and be open to constructive criticism.
- Exhibit excellent communication skills which should include written and verbal communication skills.

Desirable characteristics

- **Strategic Thinking:** Ability to think strategically and provide insightful business development guidance to support organisational objectives.
- **Leadership Skills:** Demonstrated leadership abilities with experience in working as part of a senior group.
- **Analytical Skills:** Strong analytical and problem-solving skills, with the ability to interpret financial data and make informed decisions.
- **Professional Qualifications:** Professional certification related to business development.
- **Team Collaboration:** Experience working collaboratively with teams at a senior level.
- **Experience** of working in a membership organisation or professional body at a non-Executive or senior level.

Diversity and Inclusion: We are committed to fostering a diverse and inclusive workplace where all individuals are valued and respected. We encourage applications from candidates of all backgrounds, including those from underrepresented groups, and will provide reasonable accommodations to ensure equal access to employment opportunities. If you require any assistance during the application process, please contact david.morgan@thecdi.net.

Working with the CDI

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 Directors 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.