

Labour Party Job Description

Job title:	Executive Director, Commercial
Responsible to:	Labour Party General Secretary
Location:	Based at Head Office London or Newcastle Office
Responsible for	Management of all staff in income generation, events, conferences, fundraising, high value donations, legacy programs, product development and business engagement
Key Purpose:	Provide overall strategic leadership for all income generation, fundraising activities, conferences, events and all other forms of income generation

Specific Responsibilities:

Devise and implement the strategic framework, management structure and lead responsibilities for generating income for the Party.

Develop the Labour Party's overall fundraising strategy; develop and implement the national, regional and local income generation plans.

Develop new, innovative and effective means of fundraising and income generation across the Labour Party from small to high value donations.

Manage and build effective relationships with high value donors and all other relevant individual and organisational stakeholders.

Manage an effective business engagement and endorsement strategy.

Provide strategic leadership to the conference and events teams and ensure effective commercial management of annual conference.

Build a strong relationship with affiliated Trade Unions and to seek new and innovative ways of working with our affiliates.

Work closely with Communications and Membership directorates to develop an integrated digital strategy that builds capacity for the Labour Party and delivers regular small donations from those who support the Party.

Develop new ways of producing commercial income for the Labour Party including the Party shop and affinity products.

Give strategic leadership to the Labour Party legacy giving program.

The Labour Party

To lead and develop the Commercial team by:

- Coaching and developing a team of professionals, providing expertise and advice as necessary in order to resolve issues effectively and efficiently
- Acting as a role model and demonstrate breadth of expertise as well as strong leadership skills
- Ensuring deadlines are met and if necessary oversee the re-distribution of workload
- Ensuring relevant training and development of individuals and teams are in place and set personal objectives for staff based on the overall departmental strategy

Monitor the progress and effectiveness of the directorate's output, re-assess governing factors, recognise and act upon consequences in the event of failure.

Set, manage and monitor all budgets for the directorate within the remit of the role.

Set key performance indicators for team members and monitor performance.

Be a proactive member of the Executive Board and to carry out any other tasks as directed by the General Secretary.

The post holder maybe required to act as secretary to NEC committees or other ad hoc bodies as directed by the General Secretary.

As part of the new executive management board you will work flexibly with the Party, Leaders Office and Shadow Cabinet to develop and implement the Party's strategic plans

Band: 54

Labour Party Person Specification

Executive Director, Commercial

Essential

- Proven experience at a similar level
- Proven and successful experience of fundraising and income generation activity
- A thorough knowledge and understanding of the structure and organisation of the Labour Party
- The ability to produce overarching fundraising and income generation strategies and to ensure their effective implementation
- Excellent political judgement
- Knowledge and understanding of how strategic management impacts and influences operational management
- Proven experience of formulating and managing budgets
- Significant people management experience, including with business leaders, CEOs and prospective high value donors
- Excellent personal presence and impact
- First class communication and networking skills
- Creative approach to problem solving
- Track record in delivering tangible outcomes on time and to budget.
- Flexible in style, able to accommodate a variety of different attitudes and adjust their approach accordingly
- Proven track record of success in project management, through the complete project life cycle, preferably in complex situations
- Highly adaptable, quick thinking, action oriented, resilient and with a 'can do' mentality
- Assertive and confident with the ability to remain calm under pressure
- Proven track record of working with conflicting responsibilities