**CANDIDATE BRIEF** 

**Brief for the position of Chief Executive Officer**

**Exercise Move Dance UK (EMD UK)**

**April 2019**

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About EMD UK

EMD UK (Formerly Exercise, Movement, Dance Partnership, EMDP) was constituted in 2006 following consultation with and support from Sport England (SE). The three founding organisations - the Medau Society, Fitness League and the Keep Fit Association formed an umbrella body for exercise, movement and dance. Supported by SE, the organisation has grown into a unique national governing body operating across the sport, physical activity and arts sectors.

Currently operating under a wider remit, the organisation has made significant progress in understanding the market, building key partnerships and growing EMD participation. In 2006, the EMD market size was estimated at 50,000 participants; it is now acknowledged as closer to 5 million.

The vision in 2006 was ‘A Million Movers’. With this milestone achieved and surpassed, the principle of ‘Millions More Movers’ remains but with a more refined focus to support at the point of delivery. EMD UK places the workforce at the heart of its current strategy. With a guiding mission ‘to increase participation in group exercise by supporting teachers and organisations to deliver excellence’, EMD UK continues to drive the sector forward and champion the quality of the customer experience.

Unlike other sports, EMD is a blend of activities that can take a different form when delivered in different contexts. To help explain this, and the role of EMD UK, a definition of group exercise was developed and is:

### *‘An instructor led exercise session for two or more people, often involving music and equipment. Well known examples include dance fitness, group indoor cycling and Pilates’.*

Sport England recognises the quality of EMD UK’s track record and strategic plan and has confirmed further investment of £1.7m over the 2019-2021 period; a significant increase on their previous pro rata investment.

While well positioned, EMD UK faces numerous strategic challenges over the next two years in preparation for the post 2021 period when the current Sport England funding period ends. These include:

* Transitioning to a more self-reliant business model whilst optimising further grant and funding opportunities
* Continuing to meet and exceed our Sport England funding obligations
* Building strong relations with our licence organisations, affiliates, members, delivery and commercial partners.
* Growing the profile and status of EMD UK across the sector

It is within this context that the job description of the Chief Executive of EMD UK has been prepared.

**Key Stakeholders/Relationships**

* The Board and the staff team.
* Sport England.
* Licence Organisations and their members, affiliates and other delivery partners.
* Key and sector stakeholders within the health and physical activity sector.

The Role

Job Title: Chief Executive Officer

Contractual Status: Permanent. Full time

Reports to: EMD UK non-executive Chair

Place of work: EMD UK offices in Horsham

Salary: Competitive

**Key Accountabilities**

The Chief Executive is responsible to the Board of Directors for the effective planning, performance, direction and leadership of EMD UK. In particular, the Chief Executive will ensure that s/he:

* Creates a strong sense of purpose and direction, through visionary and inspirational leadership.
* Raises the profile and status of EMD UK as the ‘voice’ of group exercise within the sector.
* Inspires staff and volunteers to maximise organisational results through people.
* Optimises revenue (grant funding and commercial) opportunities that align to the mission and vision of the organisation and deliver the strategic aims.
* Leads the development and execution of EMD UK’s Strategic Action Plan, in compliance with the Vision, statutory requirements and best practice guidelines.
* Promotes and represents EMD UK effectively to all internal and external stakeholders ensuring the integrity and protection of the organisation and its values, its brand image and policies and strategies.
* Retain and build upon the strong relationship with Sport England and other strategic stakeholders.
* Meets Sport England’s KPI’s in addition to the broader KPI’s for EMD UK agreed with the Board.
* In conjunction with the Board, sets all budgets and manages them effectively and efficiently.
* Leads, manages and develops the management team, building a high performing culture that improves organisational performance and progresses the ambition to create sustainable development of the business.

**Tasks**

**Strategic leadership, planning and control**

* Provide strong internal leadership, generating and maintaining a clear strategic direction for the organisation, providing insight and vision to align all resources to the Vision, Values and subsequent strategies, tactics and operational actions.
* Build the network of EMD UK with relevant and important stakeholders to raise the profile and status of EMD UK and ultimately stamp a bigger footprint within the sector.
* Understand the external environment and market place and its implications for EMD UK. Work with the Board and Management Team to ensure EMD UK proactively plans for the future to accommodate these influences. This will include the further development of systems, processes and structures to gather and interpret market and customer insight and business intelligence to support effective decision making.

**Support and nurture a productive relationship with the Chair and Board of EMD UK**

* Maintain and review the overall framework of internal standards, policies and procedures ensuring risks are identified and managed. Establish a framework that enables the Board to function at an optimal level.
* Maintain an effective working relationship with the Chair, and between the Non-Executive Directors and Management Team. Support the Chair and to keep under review the structure and composition of the Board’s Committees with the aim of ensuring that effective governance is maintained.
* Ensure the Board and its committees are effectively serviced and provided with plans, policy proposals, financial, performance and other information required to monitor and control all business activities in a timely manner

**Organisational Performance and Management**

* Provide rigorous and creative management of EMD UK enabling the organisation to develop an organisational culture in practice that is built on the identified corporate values.
* Increase sustainable revenues, manage and activate sponsor / partner relationships, build and consolidate reserves and raise other revenue, with annual growth as projected by the Board.
* Grow the reach, relevance and contact with sector stakeholders, instructors and teachers of group exercise.
* Develop and retain a Management Team with appropriate skills and experience to achieve the organisation’s vision and strategic aims.
* Ensure that an efficient and effective service is provided to delivery partners and their members.
* Ensure that all governance procedures and associated policies represent best practice and fully meet the requirements of funding partners and those required by law.

**Advocacy, Communication and Promotion**

* Attend meetings with external stakeholders and funders, ensuring at all times that EMD UK is presented in an appropriate and professional manner to its stakeholders and partners.
* Act as a positive role model, ambassador and advocate for EMD UK and the NGB, nurturing and developing positive relationships that will promote and support the strategic development of EMD UK.

**Fiduciary**

* Act in the best interests of EMD UK, funding partners and the communities within which the organisation operates.
* Optimise both the short and long-term financial performance of the organisation.

**Personal Obligations/Other Duties**

* Respect and promote the spirit and intentions of EMD UK’s Safeguarding Policies.
* Abide by the provisions of the EMD UK Equality and Diversity Policy.
* Undertake any other duties as may be required from time to time that are consistent with the responsibilities of the post and the needs of EMD UK.

The Candidate

**Specification all essential except where indicated D (desirable)**

* A proven track record in management, leadership and relationship building.
* Experience of working at Executive/Board level within either the public, private or third sector.
* Strong partnership working abilities, specifically in negotiation and influencing within a complex working environment.
* Extensive knowledge of operating within a high performing environment.
* Experience of understanding and interpreting financial information.
* Highly developed strategic planning, problem solving, decision-making and implementation skills.
* Experience of dealing with the media and the presentation of information to external and internal audiences.
* Knowledge or experience of public sector organisations and the responsibility of managing public funds. (D)
* Demonstrated success as an executive leader within a sport, fitness, physical activity or dance environment.

**Competencies**

**Behaviours and Qualities**

* Demonstrate excellent self-awareness and leadership skills.
* Can establish a vision and provide strategic direction.
* Ability to manage change.
* A natural networker capable of nurturing strategic relationships.
* Strong tendency to drive for results coupled with the ability to keep people on side.
* Can assess situations quickly and take accurate, decisive action.

**Core Competencies**

* Demonstrate strong commercial business acumen and an appreciation of working within the constraints of a representative not-for-profit organisation.
* Ability to influence across the EMD UK landscape with excellent networking and people skills.
* Experience of and commitment to developing staff.
* Highly developed managerial, IT and administrative skills.
* Appreciation and understanding of the potential impact of technology/social media on a business.
* Highly developed financial acumen and the ability to prepare budgets, sponsorship proposals, commercial tenders and deliver agreed programmes whilst managing against expenditure.
* Highly developed communication and presentation skills.
* Demonstrates honesty and integrity.
* Strong planning and organisational skills.
* Strong financial reporting skills and an ability to develop systems and policies that represent value for money.
* Ability to empower others.
* Educated to degree level or equivalent.
* Prepared to work unsocial hours and to travel within the UK as required.
* UK driving licence.
* Professional management qualification, MBA, member of the Institute of Directors.

(D)

How to Apply

EMD UK is an equal opportunities employer and would welcome applications from a fully diverse range of candidates, regardless of age, gender, ethnicity, sexual orientation, faith or disability.

To apply candidates should send the following:

* Letter of application highlighting your motivation for the post and relevant experience
* Up to date curriculum vitae
* Details of current remuneration
* Names and contact details for two professional referees together with a brief statement of the capacity and over what period of time they have known you (referees will not be contacted without your prior consent)
* Diversity Monitoring Form (available at www.emduk.org)

by email to: Yvonne@emduk.org by close of business on May 28th 2019

For an informal confidential discussion about the role, please contact:

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| --- | --- | --- | --- |
| Nigel Wallace, EMD UK Chair: | +44 | (0)771 | 7 745 771 |
|   |   |  |  |
| Julie Evans, Independent Director: | +44 |   (0)788  | 7 545 276 |

Ross Perriam, EMD UK CEO (current): +44 (0)7715 081 638

Interviews are currently scheduled to take place in central London on June 26th 2019

Further information on EMD UK can be found at www.emduk.org