

Job Description: CEO, International Building Press

Job title: Chief Executive Office – reporting to the Chair of the Board and President of IBP

Hours: 2/3 days a month

Salary: Voluntary with agreed expenses

Term: Three-Year term

About IBP

International Building Press (IBP) is a membership organisation that brings together journalists and communications professionals involved in the construction, architecture, housing and property sectors. IBP provides its members with opportunities to share experiences, network and further their careers through a calendar of events and annual awards programmes.

Membership is open to national, regional, business and technical journalists, communications professionals and to employees and freelancers alike.

Sponsored by a range of major companies and institutions the IBP Journalism Awards are judged by journalists in a range of fields and by industry experts and are keenly watched by potential employers across the sector. The Communications Awards recognise both the best work by individuals and the most successful campaigns by in-house departments and consultants.

Main purpose of this role

Having just celebrated its 50th Anniversary the IBP is now at a turning point. IBP's long-standing CEO is stepping down and the Board has agreed a future vision for a new leader to evolve and implement based upon IBP's core values. This is an exciting role for the right person to deliver a fresh agenda based upon a new charitable mission and a greater focus to promote inclusion and diversity across IBP membership.

Duties and responsibilities

Leadership

- To be the face and voice of the organisation – it's principal ambassador
- To lead, support and motivate all stakeholders with a commitment to the organisations mission, aims, objectives and ambitions
- Seek out, develop, and maintain effective working relationships with all relevant organisations and individuals to promote the work of the organisation and facilitate the implementation of its strategic objectives
- Lead by example, instilling a culture of professionalism and inclusion across the board and membership

Strategy

- Working with the Board develop the organisation's strategic vision and be responsible for its implementation
- Primarily responsible for the development and delivery of IBP's agreed strategic objectives and business plan, supported by the board
- Seek out and implement opportunities for innovation and ensure that IBP remains at the forefront of positive change across the Built Environment media and communications landscape

Partnership and Business Development

- To reinvigorate and lead the promotion and development of the IBP's Awards programmes raising the organisation's profile and maximising its reach
- Seek out, develop and nurture beneficial partnerships with supporters, donors, other partners and all relevant stakeholders
- Work towards the achievement of long-term sustainability, developing the organisations non-for-profit business model whilst maximising income, for example, from fundraising and partnership opportunities
- Select, manage and work with IBP strategic delivery partners to deliver strategic objectives

Operations and Financial Control

- Ultimately responsible for the implementation of the organisation's operational plans, supported by the IBP board
- Take executive responsibility for all activity ensuring that all IBPs contracts and projects are delivered to the highest standard with due regard for timescales, targets and budgets
- Build and maintain good working relationships with all suppliers and strategic partners

- Take executive responsibility for the financial leadership of the organisation, including forecasting and strategic budget leadership.
- Ensure that the organisation's financial resources are managed effectively, and that IBP remains in good financial health, identifying risks and taking appropriate action when required
- Working with the Board develop and lead on the implementation of the organisation's financial plans, including setting budgets, formulating income generation strategies and overseeing all fundraising activities
- Maintain and oversee the effectiveness of IBP's digital channels

Governance and Compliance

- Working with the IBP's Chair and President liaise with the Board to ensure that the organisation's overall governance structure, policies and procedures are appropriate and effective, taking remedial measures and implementing changes as necessary
- Lead Board meetings and prepare a written report in advance of each meeting detailing matters of interest and concern regarding the organisation's activities during the previous period; timely minutes and ensure that the Board is made aware in a timely fashion of any matters requiring its attention

- Develop and maintain effective operational policies and processes in all the organisations' activities. Review and update scope and content to meet legal, regulatory and best practice needs.
- Ensure that all major risks are identified and regularly reviewed, and that systems and procedures are in place to mitigate all such risks

Appendix 1:

IBP Renewal objectives

New CEO with board input tasked to create and govern strategic partnerships (non-commercial) with five IBP delivery partners

Remit to:

i/ Renew IBP identity and culture

ii/ Reignite the community with a unifying charitable purpose with the platform used to:

- Better engage and excite the existing IBP community
- Re-engage under-served IBP representation (specifically the property press; national built environment journalists and other sector specialists; wider marketing and PR community such as wider Construction Marketing Awards community to facilitate growth).
- Rename to International Building and Property Press (but keep IBP brand)
- Promote diversity and inclusion across IBP membership
- Effectively manage new and existing sponsors, supporters and partners

3. New Strategic Partners:

New CEO remit to put in place and engage six new delivery partnerships:

- A **community engagement** and **fundraising** partner to manage sponsor relationships; remit to cover cost of annual awards and events and to facilitate excess cash for charitable purposes (likely an individual but could be agency or PR company appointed annually on an access to community/showcase skills quid pro quo basis).
- **Charity** partner (annual appointment driven by members – providing purpose, fun engagement challenges and underpinning the IBP community as one that comes together and does good whilst creating additional value touchpoints and impact for IBP event and Awards supporters and

sponsors). NB: Great charity partners provide resource, energy and make engagement/projects easy to deliver.

- **Finance** and **Governance** partner - third party accountant and audit as required NB: AMG can provide for free if required
- **Brand** identity Partner – one off project to encapsulate IBP brand identity based upon renewal objectives and remit. Brief to create new look, feel and IBP brand to reflect the purpose and charitable giving. NB: AMG can provide resource for free if required.
- **Event** Delivery Partners – preferred paid supplier arrangements (e.g. Live Group)

4. Additional guiding principles

The constitution is sound and sets out a good core purpose and spirit.

- New additional guiding principles to be discussed and agreed with the board:

// To do good and be inclusive

// For IBP to stick to its knitting – deliver awards and fun events people want to come to. Digitalise and simplify the Awards process - run face to face ceremony.

// For IBP work not to be laborious. Produce a simple minimum viable proposition– consisting of two/three fun networking drinks and the Awards.

// Key stakeholders (CEO, delivery partners, sponsors, board or members) to take on fun, strategic or charitable projects on a case-by- case basis)

// Introduce an additional charitable purpose to underpin the association that acts as a catalyst to accelerate community engagement renewal.

Excess cashflow given to an annual charity partner (s) as part of a fun, community effort that provides networking, peer support, additional sponsor value, touchpoints & engagements to do good.

If you are interested in learning more or would like to discuss fulfilling this important role please contact Harriett Hindmarsh at:

Harriett.Hindmarsh@aecom.com

