



Job title: CEO
Company: British Footwear Association <https://britishfootwearassociation.co.uk>
Location: Flexible
Responsible to: Chairman of the Board

The British Footwear Association or BFA to use our shorthand name, has been in existence for over **125** years and is a non-profit trade Association which represents some 200 members in the British footwear sector including design, retailing, manufacturing, sourcing, distribution and services. This £16 Billion Industry is a vital part of the UK economy and employs several hundred thousand staff. The BFA exists to represent footwear businesses big and small, it offers advice, education and representation to its members. We create an environment for networking and knowledge sharing, keeping up to date with emerging themes around trade, sustainability, routes to market, legislation etc. to help companies achieve their aims and goals.

Chief Executive Officer

The Chief Executive Officer (CEO) reports to the Chairman of the Board and leads a team of experienced professionals. We are looking for an ambassador for the Association who will set the strategic direction with the board whilst ensuring appropriate management controls are maintained. An inspirational leader of the operational team who will build and develop strong commercial relationships with all partners and supporters of the BFA both internally and externally. The CEO will drive the commercial aspects of the Association, deliver strategic activities and ensure revenue driving projects are delivered in-line with the Associations financial objectives and budget. They will also ensure that the high profile and reputation of the BFA is maintained within the broader footwear sector and across government functions.

The CEO will:

- lead the Association, acting as an ambassador for the industry, actively championing the interests of all members.
- advise the board of directors, motivate and guide employees, and drive necessary change within the organisation.
- develop and deliver strategies to deliver on the BFA's financial objectives delivering growth and enabling reinvestment.
- be commercially astute and negotiate in the BFA's favour.
- have responsibilities as a director, decision maker, lead manager and doer.
- be responsible for the development an annual budget for board presentation.
- preside over the organisation's day-to-day operations and manage these as required.
- act as the primary communicator for the BFA with the press and other external bodies.

Key Responsibilities

- Lead the team in a professional manner supporting and training them to be the best that they can be for the Association.
- Recognise that people are the most important asset of the Association and reflect this in all day-to-day actions.
- Define annual strategies for the on-going development of the Association.
- Set, manage and deliver annual BFA budgets.
- Maintain the financial stability of the BFA through commercial activities, revenue generation and effective management of the organisation and its assets.

- Achieve a consistent and universal application of the membership fee structure.
- Ensure membership recruitment, retentions, promotion and financial growth.
- Liaise with organisers and develop International Trade Shows opportunities.
- Be a sector lead across: National Conference Agreement (NCA) and the Footwear Industry Joint Consultative Committee (FIJCC); with involvement in Negotiating Pay, Employee Support Initiatives and Working Conditions for footwear sector with conjunction with the Community Union.
- Represents the UK Footwear Sector on all training and relevant business matters at UK Government Level and maintain awareness of EU and Global trends.
- Represent UK Footwear as a committee member of Footwear Leather and Textiles Health and Safety Committee (FLT-H&S) - advising on sector relevant policy.
- Act as a board member for the UK footwear Sector on the European Footwear Federation Board (CEC).
- Be the key BFA contact with UK Government including the Department of International Trade, Business Energy and Industrial Strategy and others focusing on export and business strategy where relevant to UK footwear.
- Act as an executor for the BFA's Footwear Development Trust on legal and contractual matters relating to the Trust and the Charities Commission
- Day to day line management of the BFA's employees including, but not limited to, the following functional areas: Finance, Training, Events and Marketing, Account and Office management.
- Lead motivate and develop a small team in line with HR best practise (or similar)
- All HR and related matters, payroll, salaries and the BFA group Pension scheme
- Provide mentoring advice to BFA members including exporting and overseas events, ready to export seminars and business start-ups.
- Be the point of contact with livery companies – Cordwainers and the Pattenmakers Livery Companies
- Represent the sector and form strong relationships and links with outside agencies, other trade bodies and Associations. e.g., UK Fashion & Textile, and the British Fashion Council.

Experience & qualifications required

- The role of Chief Executive Officer requires an active “hands-on” approach across all aspects of the role and business.
- 10-15 years management/directorial experience, across a broad range of international businesses.
- A proven team leader with extensive people management experience and a track record of nurturing and developing excellence in teams.
- A working knowledge of the footwear and/or the accessories and apparel sectors is preferable.
- Strategic management experience gained from previous roles
- Solid and detailed P&L Management experience.
- Experienced in commercial management with well-developed international cultural communication skills.
- A working knowledge of recognised business and management disciplines/ business best practice.
- A clear vision of what needs to be achieved and how to set goal to meet these objectives.
- The ability to liaise, present, negotiate and discuss at Board Level.
- Good educational background to degree level or equivalent.

Personal attributes required

- Gravitas. A strong presence internally and externally and the ability to command instant respect.
- Strong interpersonal skills and the ability to negotiate and persuade at all levels.
- A charismatic leader and team player with strong influencing skills.

- Diplomatic but with a strong personality.
- An excellent communicator and motivator.
- Ambitious with a high energy levels and evidence of strong commitment.
- An achiever - to be simultaneously a strategist and a doer.
- Will, courage, and determination.
- Confidence and resilience.
- Maturity and credibility.
- Sense of humour.

Reporting Structure:

The role reports directly to the Chair of the Board of Directors.

Location:

- Flexible location.
- The role includes regular travel to members, government and international meetings and as such requires good access to international airports, national road, and rail networks.
- The jobholder will be required to travel nationally and internationally frequently.

We believe in fair treatment of all our employees and commit to promoting diversity in our employment practices. We do not discriminate in employment based on race, religion, sexual orientation, national origin, political affiliation, disability, age, marital status, medical history, parental status or genetic information. We base all our employment decisions on merit, job requirements and business.