

# BEACON

Wolverhampton Road East, Sedgley, WV4 6AZ

<b>Job Title:</b>	Enterprises Director
<b>Salary :</b>	Ca £40k
<b>Responsible to:</b>	Chief Executive
<b>Location:</b>	Beacon Centre and across the charities geographic operating footprint
<b>Hours of Work:</b>	37.5 hours per week. Flexible working will be required

## Overview

Beacon was established in 1875 with its charitable aim : *To promote the relief of visually impaired persons*

Working with its stakeholders, Beacon has developed Ambition 2025 as its long term Vision, the strategic objectives of which are:

1. Ensure core products and services stay relevant and respond to changing needs and demands.
2. Maximise the opportunities afforded by technology developments.
3. Grow the business in terms of turnover, products and services and operating area.
4. Resilience and strengthen the income base.
5. Raise the profile of the issue (sight loss) and its impact on society.

With the Chief Executive and the Executive Leadership (ELT), you will be responsible for developing, implementing, evaluating and achieving the Ambition the 2025 Vision. Building on the organisations people, systems and assets, you will ensure the long-term performance and sustainability of the charity. As Enterprise Director, you will lead on expanding the commercial trading activity of the company through its retail outlets, hospitality & conferencing facilities, its eye care activities and other commercial business opportunities to be identified. The Enterprise Director will seek opportunities through partnerships and alliances to increase income generation that promote the sustainability of the company. You will report directly to the CEO and into the Beacon4Life Community Interest Company Board (CIC) ensuring synergy is maintained with the wider Beacon Charity.

### **Main responsibilities of the role**

1. Provide corporate leadership and direction.
2. Consult with and influence key external stakeholders and where appropriate deputise for the CEO.
3. Develop and implement with ELT a KPI Framework with reporting systems for your directorate which includes Beacon's Community Interest Company.
4. Work with ELT to define the organisational competencies and culture required to implement the aim of the charity and the Ambition 2025 strategy and embed this across your directorate.
5. With the CEO and ELT, lead on the development and successful implementation of the company's strategic, business and financial plans.
6. Lead on and implement change management activities in your directorate as required and support your managers to do the same with their teams.
7. Proactively seek and develop new enterprise activity proposals and ensure sound business plans are developed for these to enable informed decisions to be made
8. Ensure an entrepreneurial culture and an ethos of "profit for social good" is ingrained cross the Enterprises Directorate.
9. Expand the activities of Beacons Community Interest Company reporting to the CIC Board on performance and progress including growth and financial projections.
10. Develop appropriate strategic partnerships across a range of charitable, public and private sectors, identifying opportunities to develop and deliver income generating activities.
11. Ensure that the company's assets and resources are used efficiently and effectively.
12. Where appropriate provide professional advice to the Board, ELT and staff as required.
13. Carry out all other duties as maybe reasonably assigned from time to time and with the level of this Job Description.

### **Experience and Knowledge**

1. A motivated self starter that identifies opportunities and understands the role of energy and leadership
2. Track record of senior management in a dynamic, fast paced and challenging environment.
3. Proven knowledge and experience of business / commercial thought processes in decision making and delivering services.
4. Evidence of implementing sound business plans for new ventures, including identification of new markets, utilising situational analysis techniques and mitigating risk.

5. Experience of developing and leading teams to deliver effective and efficient services, that are responsive to the needs of customers and communities.
6. Record of leading and implementing organisational change.
7. Proven experience of staff management, including management of performance and the ability to inspire and empower staff to perform at their highest level.
8. Evidence of using product knowledge and customer base to develop new commercial opportunities.
9. Proven entrepreneurial abilities and demonstrable experience of leading business planning processes from vision to implementation and evaluation.
10. Evidence of an ability to bring a considered and informed view to strategic partnerships.
11. Demonstrate practical experience of financial processes within the context of running an enterprise.
12. Demonstrate empathy and understanding with Beacon's vision and values and with citizens who have sight impairment.
13. Evidence of a commitment to ongoing personal development and training.
14. Digitally literate and familiar with a range of software packages including utilising social media.

### **Performance Management**

In line with the current staff appraisal process, you will agree in consultation with your line manager, a set of business objectives and a Personal Development Plan.