

NORTH DIRECTOR

An exciting opportunity has arisen to join the FMB Regions & Home Nations team as the FMB North Director

SUMMARY

Title: North Director

Location: Predominantly home based but will occasionally be required to attend meetings and events across the North of England.

Reporting to: Director of Regions & Home Nations

Job Purpose: To act as the representative of the FMB in the North and to ensure the FMB's strategic objectives are delivered with support from the Northern Area Boards.

Salary: Available on request

Key responsibilities and duties

(i) Governance

- Plan and organise the Northern Area Board meetings and the Northern Annual General Meetings (AGMs).
- Raise members' awareness of the Northern Area Boards and their functions.

(ii) Membership Engagement

- Proactively produce content (e.g. video and audio clips, blog posts, articles, webinars) that effectively communicates with members in the North.
- Work with the Head of Commercial and Events to successfully deliver events that are of interest to FMB members and industry stakeholders e.g. conferences, awards ceremonies, and roundtable meetings.
- Act as the designated representative to create content that is of interest to specific interest groups within FMB membership e.g. house builders, retrofit specialists, heritage professionals. Promote and facilitate engagement between group members to enable and encourage the sharing of best practice.
- Support member recruitment and member retention initiatives.
- Support the recruitment and retention of Affiliate members and Commercial partners.
- Work with the rest of the Home Nations and Regions team to share best practice.

(iii) Ambassadorial

- Represent the FMB to policy makers, the media, industry stakeholders and other relevant bodies to promote the interests of FMB members in line with the FMB Strategic Plan.
- Increase the FMB's reputation, profile, and influence in the North by building and maintaining relationships with key stakeholders.
- Identify suitable members to provide a network of expert spokespeople in the North.
- Act as a spokesperson in front of external audiences, including the media.
- Communicate FMB ambassadorial activities in the North by producing content that effectively communicates these initiatives with members.

- Use social media to engage with key audiences, including policy makers, industry stakeholders, members, potential members, consumers, and press contacts.

KNOWLEDGE, SKILLS AND APTITUDES

Essential

- Excellent oral and written communication skills, including presentational skills.
- Ability to show initiative and creative flair in producing online content that effectively communicates with a target audience.
- Skilled at recognising work priorities and organising own time and able to work within a team.
- Experience of developing, effectively managing and reporting on budgets, income and costs.
- Experience of working and building relationships with policy makers and industry stakeholders.
- Advocacy and diplomacy skills.
- Competent user of standard office software including MS Word, Outlook, Excel, PowerPoint and MS Teams. Administratively self-sufficient.
- Competent user of social media.
- Willing and able to work outside of normal office hours to attend meetings and events, including at weekends, involving travel and occasional overnight stays.

Desirable

- Educated to degree level or by experience.
- Sound knowledge of the construction industry.
- Experience of working in trade associations or membership bodies.
- Professionally qualified and/or experienced in public affairs, media, construction, or marketing.

ABOUT THE FMB

The FMB is the largest trade association in the UK construction sector, representing 7,000 small and medium-sized building companies. For 80 years, the FMB has championed continuous improvement in the building industry, and for Master Builder companies to be recognised as a badge of quality.

We are an independent, not-for-profit organisation, lobbying for our members' interests and providing services, advice, and a community to support them to grow, improve and protect their businesses. Our vision is to become the 'go-to organisation' for all who value building quality.

Our company culture is shaped by our three core values – Integrity, Inclusivity, and Innovation. Together, these values shape our engagement with members, our colleagues and industry representatives.

We are proud to have achieved 'Gold' status in the Investors in People accreditation, which recognises companies that make a clear commitment and investment in supporting their employees and creating a better, more productive workplace.

BENEFITS

- Flexible working arrangements, including options around hybrid working, compressed hours and flexible start and finish times.
- Annual leave of 30 days (plus bank holidays and office closure between Christmas and New Year).
- Generous contributory pension scheme.
- Season ticket loans.
- Occupational sick pay.
- Holiday banking scheme (after one year's service).
- Allowance of £75 towards glasses required specifically for DSE work.
- Generous death in service benefit which amounts to four times salary.
- Complimentary membership of a health cash plan.

To apply, please send a CV and cover letter to Ifan Glyn ifanglyn@fmb.org.uk highlighting the skills and experience that qualify you as the right person for the role. The deadline to apply is 17:00 on Friday 31st January 2025.