

EMCC UK BOARD

Director of Digital Transformation - Role Specification

The Context

EMCC UK is a professional membership organisation which encourages excellence and progression for mentors, coaches, and supervisors.

We are affiliated to EMCC Global and are the longest standing professional body in this field. Our aim is to define, create and promote best practice for all in mentoring, coaching and supervision. For professionals in the field, we provide a community which supports professional development and growth, and a continuous conversation about how to keep improving.

Our services to our membership focus on three key areas:

- **Developing and progressing**

To enable our members to recognise their ability and signal to others by benchmarking their capability against EMCC standards and progressing through our professional development pathway to achieve accreditation of their practice. We provide opportunities for our members to gain appropriate qualifications, continue their professional development and achieve certification through conferences, regional meetings and CPD events.

- **Support and learning**

For our members to meet and network with like-minded people who have a passion for coaching and mentoring at one of our regional Network meetings which run across the UK.

To learn with others at our events and conferences, through participating in our research or by accessing our resources and practical guides.

- **Recognition and belonging**

To encourage our members to be part of our growing membership community of enthusiasts, practitioners, professionals, and master practitioners who are influencing and developing coaching, mentoring and supervision in the UK and globally. We provide opportunities for people to join our volunteer team to gain valuable insights and experience to benefit their coaching, mentoring and supervision, and their career.

Job Purpose

EMCC UK is a membership organisation, and we have a responsibility to meet the needs of current and future members by delivering our vision to sustain, inspire and challenge our professional members to be at their best, so that together we make a positive contribution to all our stakeholders and the systems they are part of.

This directorate will lead on ensuring that we have a strategic path for innovation as a technology enabled membership organisation, with a focus on our guiding principles of: *Inclusive, Progressive, Supportive and Professional.*

1. Key Responsibilities

1.1 Strategic Goal Delivery

This Directorate will lead on our digital strategy, ensuring we are offering a vibrant digital community and engendering digital skills capability for our EMCC UK members and their broader stakeholders.

They will create and implement a comprehensive digital development programme, offering our members the ability to utilise technology for the benefit of both our community and the profession. The digital director will focus on providing community access to resources, knowledge, and expertise.

The director will also oversee the creation of innovative ways of working both internally and externally. They will interact with our membership to support both digital literacy and the growth of a virtual community.

1.2 Responsibilities

- In partnership with our Head of Operations, complete the implementation of a new AMS system and CMS (website). Additionally, create and implement a member engagement platform.
- Establish a panel of volunteers from coaching, mentoring and supervisory specialisms to advise, inform and test digital innovations.
- Conduct benchmarking of the membership sector, making recommendations for continuous improvement. Share industry best-practices and tie these back to our ways of working at EMCC UK.
- Build a link with the EMCC Global task force for Digital Coaching and share thought leadership including blogs, articles, market research, podcasts, and workshops on Digital for our members, including inviting external speakers and building a library of resources for our EMCC UK directorates.
- Recruit and appoint a Deputy Director.
- Develop and mentor potential successors.

1.3 Key Relationships

There will be an important relationship with the President and other Directors. There will also be a relationship with the Head of Operations and the Finance Manager. A link to the Governors, in particular the Chair, will also be required.

The board are a team of volunteer directors, and we take the work of being a director seriously. We bring relevant experience and a collaborative approach.

1.4 Skill set

1.4.1 The following skills are essential to the role:

- a. Ideally experienced at Board level, preferably in the not-for-profit sector, or a committed individual aspiring to make a step into a Board role.
- b. Commitment to the guiding principles, purpose and vision of EMCC UK .
- c. Ability to hold others to account in a robust, but compassionate way.
- d. Curiosity and good analytical skills.
- e. The ability to be impartial and offer an independent view.
- f. Excellent strategic thinking skills.
- g. Commitment to the further development and professionalisation of mentoring, coaching and supervision throughout the UK.
- h. An understanding of and commitment to creating an inclusive, progressive, supportive and professional culture.
- i. A track record of delivering digital innovation.
- j. A commitment to representing a diversity of voices and opinions.

We require the highest levels of ethical behaviour, including commitment to the 'Nolan Principles', and a commitment to work in a collaborative way, communicating with respect and valuing others.

Experience of working in a Membership organisation would be valuable.

1.4.2 The following skills are seen as helpful to the role:

- a. Strong verbal, written, and analytical skills and an ability to translate metrics, research, and trends into strategy and action.
- b. Excellent interpersonal and stakeholder management skills to draw on others expertise and support e.g., NED's and Governors.
- c. Successful influencing and engagement skills.
- d. Business planning and strategy.

1.5 Experience

- Practising coach/mentor/supervisor.
- In-depth knowledge and experience of implementing a digital strategy.
- Demonstrable experience acting as a subject matter expert and the ability to disseminate and educate colleagues in digital innovations e.g., running seminars, writing collateral, leveraging social media etc.

1.6 Personal Attributes

- A respectful, strength-based approach to team working.
- Ability to challenge constructively.
- Ability to analyse organisational data and focus on strategic priorities and risks.
- Ability to tailor communication.
- A commitment to reflection.

All Board Members must be an active member of EMCC UK. However, for this specialist role we may make an exception with the approval of the board. We would expect the director to join EMCC UK as a subscription member on appointment.

2. Terms of Appointment

2.1 Requirements

- The EMCC UK Director for Digital Transformation is a voluntary post. It is an elected role and appointment is through a selection panel and majority subscription members vote.
- The role is home based and will involve occasional travel within the UK and Europe.
- It is anticipated that it will require 1 day a week to the organisation, for which there will be a positive return in terms of connectivity and community and an opportunity to contribute to the development of the profession.
- The appointment is normally for a period of three years. The Director of Digital Transformation may stand for President at a future date, if they so wish, provided they have support of the board, governing body and are elected by the membership.

3. Statutory Duties of an EMCC UK Board Member

3.1 Governance

Ensure that the management of the organisation is fully compliant with any statutory regulations and with EMCC policy and practice; Directors are expected to be conversant with all major policies and practice and to be able to explain these to volunteers/members when required.

3.2 Finance

Directors are custodians of EMCC UK assets and must ensure those assets are carefully managed. They must be transparent in their financial practices and ensure that members are given a clear financial report annually. Directors have budget responsibility for their areas of accountability.

3.3 Representation

Directors are expected to always represent the organisation in a positive and professional way that reflects the Brand Values.

3.4 Organisational development

Directors are required to contribute to a strategic plan to develop EMCC UK to better meet its aims and objectives. They must constantly seek opportunities to enhance the benefits of membership for all types of members and to ensure a high-quality experience of membership.

3.5 Operations

There is a monthly Board meeting, which alternates between face-to-face and virtual. Directors are 'immediately' responsible to the Board for updates and actions in their area of responsibility.

3.6 Wider EMCC

Directors may be required to represent EMCC UK at the EMCC International Council. They will contribute fully to the strategy and planning of the wider EMCC community as appropriate for their area of responsibility. They are expected to work with other EMCC member countries to share learning and experience and to develop closer and mutually supportive relationships.