



Chief Executive Officer Recruitment pack



£50,000 - £65,000 depending on experience.
This role could be 4 or 5 days for the right candidate.
Deadline for Applications: Sunday 19 December

Overview

Thank you for your interest in The Association of Illustrators. The AOI is both growing fast and financially strong. It is a confident organisation with an exciting future, with a welcoming, friendly team and an excellent, engaged board of directors. This role offers huge potential for growth, both personally and organisationally.

Following strong leadership from the outgoing CEO, supported by an excellent board and staff team, the AOI is looking to move into the next stage of its journey. In the past five years we have doubled our membership and turnover, built solid financial reserves, established a positive and impactful profile in the industry and developed new and diverse ways of delivering our services to support our members throughout their careers.

From our home in Somerset House in London we have navigated the pandemic successfully to date but recognise that we remain in challenging times. Against this backdrop, we now need to scale the organisation to support continued growth, as well as harnessing the most innovative, forward-looking solutions which will enable us to address current and future needs of our members.

The current priorities are;

- Reviewing the AOI Pricing Policy, ensuring best possible support of the membership in this area.
- Consulting on, and delivering AOI best practise statements, creating a benchmark for best practise in the industry.
- Reviewing and developing the staff structure to ensure it is fit for growth
- Further developing the website and digital communication strategy, with a focus on increasing the audio and video content available to members.
- Developing the offer for midcareer illustrators, supporting creative growth as well as business practise.
- Developing a meaningful and positive service for commissioners of illustration.
- Developing the World Illustration Awards, building on the significant success of the 2021 event.

Our staff team are excellent, focussed and hard working. We value their work hugely and reflect this in strong management which recognises staff contributions, is fair and supportive. The Board of Directors are engaged and bring meaningful insight and further professional expertise to the organisation.

If you would like an informal conversation with David Gilbert, Chair, or Ren Renwick, the outgoing CEO please get in touch.

Ren Renwick: ren@theaoi.com or 07522 132803

David Gilbert: David.gilbert@theaoi.com

About the AOI

The Association of Illustrators (AOI) is a not for profit membership organisation, recognised as a global leader in its field. Established in 1973, we support 3,000+ members in all areas of professional life and champion the illustration industry locally, nationally and globally.

Our goal is for illustration to be a thriving global industry with confident, well-equipped illustrators at its heart.



Our Values

The AOI staff demonstrate the values that characterise the AOI as an organisation in all their work, communications and approach. The AOI is:

Empowering: we support our members, and internally we support each other in the team to achieve and exceed with kindness and good humour.

Inclusive: we strive for all our work, events and opportunities to be genuinely accessible and welcoming to all.

Trustworthy: we act with integrity at all times, upholding best practice and providing our members with trustworthy resources and opportunities.

Responsible: we are diligent in delivering the responsibility our members place in us and work to retain a high level of knowledge and expertise.

Passionate: we believe in what we do. We love our industry and work hard to realise change.

What we do

Our beating heart is the **helpline**, where we support members with bespoke business advice as well as offering a website bursting with information, 1-1 consultations and a range of publications. We have a strong relationship with colleges, and keenly consider how we can best support graduates as they enter the industry. Balanced with this is our focus on mid-careerists and how we can best support an illustrator throughout their career.

Our vibrant **events programme** includes social meet ups (led by volunteers nationally), masterclasses and panel discussions. These are an important part of building a sense of community for our members and reaching new audiences. We work hard to ensure our events reflect our values, and are welcoming, constructive and fun. While events moved wholly online during the pandemic, we are re-establishing a mix of physical and virtual events, and there is potential for growth and review of this programme.

We present the **World Illustration Awards** (WIA) in partnership with the Directory of Illustration based in the USA. In 2021 we received over 5,000 entries from 80 countries, our largest reach to date. Ensuring the awards programme has value to as many entrants as possible is at the heart of our approach, and we look to complement the paid awards with free to enter opportunities. There is opportunity to scale WIA, increasing its reach and impact within the industry and more widely.

Through our **campaigning** work the AOI has successfully increased the standing of illustration as a profession and improved the commercial and ethical conditions of employment for illustrators and we continue to work at an industry and government level on this, often in partnership with groups such as Creative Rights Alliance and British Copyright Council. We have recently been voted for our third term as the President of the European Illustrators Forum. We are working on establishing policies to articulate more assertively the AOI's position on best practice in the industry.

We have invested in a **digital transformation** strategy over the past few years. We recognise that there is ongoing development needed on our website and digital communications. We have built strong mailing lists and have grown our social media reach to 155K+. There is huge scope to further develop this work.

The AOI is committed to **diversity and equality**, and looks to lead change internally and within the industry. We are particularly focussed on supporting disabled illustrators and working in partnership to improve inclusivity in the industry.

The AOI has an energetic and passionate **staff** team of 10 who support members and deliver the portfolio of work. Enabling and empowering them is at the heart of the CEO role.

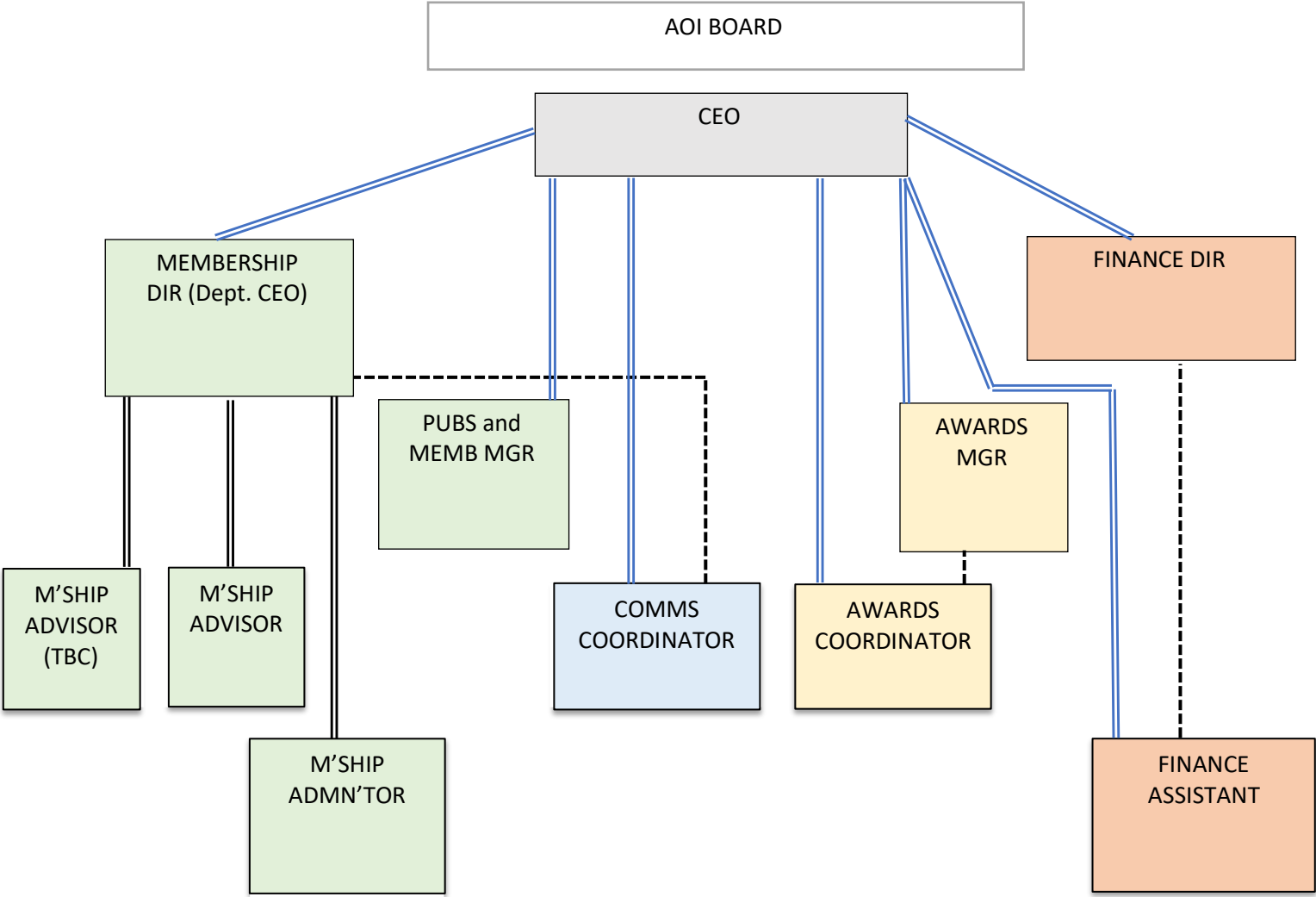
The AOI's **turnover** is around £600,000. In the past 5 years we have built strong reserves comprising 6 months operating costs, a contingency reserve and growth fund. The organisation is well placed to invest in growth strategies to support and expand its members and services.

Annual Report

You can read the 2019 - 2020 annual report [here](#).

You can see the 2019 – 2020 accounts [here](#).

Staff Structure



Key

- CEO line management
- Line management
- Supervisory relationship

About the job

The CEO will lead The AOI in its next phase of growth ensuring the organisation has the capacity and ability to deliver an excellent service for the membership now and in the future.

The CEO will manage the senior team, ensuring staff are able to work to the best of their ability.

The role is responsible for ongoing growth, as well as an oversight of all outputs, including the helpdesk, events programme, awards programme and print and digital communication.

Effective risk management and financial acumen are key to ensuring the stability and smooth running of the association.

The CEO will work closely with the Chair and Board to shape and report on the ongoing strategy.

Reporting

Reports to: Board of Directors

Responsible for: Direct line management of 6 staff, with indirect management of full team of 10+, freelance and contract staff.

Job Description

Organisational Leadership

- Responsible for developing a relevant, impactful strategy, working with the Board and staff team to articulate the future development of the AOI, its vision and business plan.
- Responsible for growing the membership of the AOI and developing the financial robustness of the organisation for future success.
- Ensuring the organisation has an effective digital presence supporting its overall objectives including via the website, social media and any other platforms.
- Lead on the organisation's commitment to Equality and Diversity.
- Promote and represent the AOI at a national and international level by maintaining a presence at professional events and networks.



- Lead by example, acting as a role model for staff and upholding the values and ethos of the organisation.
- Communicate the AOI's vision and values to staff, AOI members, key stakeholders and the wider public.

Governance

- Ensure full compliance with statutory obligations and the AOI's Articles of Association.
- Prepare the papers and undertake relevant secretarial duties for all Board meetings and General Meetings, including the AGM.
- Working with the Chair, lead on the recruitment and ongoing support of directors to ensure maximum efficiency.
- Report to the Board on company performance, development opportunities and risk management.

Operational and Financial management

- Working with the Membership team to grow membership.
- Working with the Finance Director and Board, ensure timely financial planning, and reporting.
- Ensure rigorous financial oversight, including monthly review and risk analysis and quarterly reports for the Board.
- Authorise financial payments in line with the Finance policy.
- Ensure a robust risk management in all areas of the organisation.
- Undertake all statutory and regulatory responsibilities to ensure best practice, for example, in meeting GDPR legislation, cyber security and health and safety.
- Lead on HR, ensuring best practice is implemented and relevant policies and procedures are in place.
- Lead on the recruitment of all new staff as appropriate.
- Ensure staff are trained appropriately, and are provided with development opportunities where possible.

- Lead on the integration and management of appropriate CRM and IT infrastructure, enabling efficient administration and room for growth.
- Ensure an effective working relationship with outsourced services including IT and web and accountancy providers.
- Lead in the day to day working relationship with the web developers.

Growth and Development

- Build effective networks and excellent relationships with peers, members, commercial partners and industry leaders in the UK and internationally to support the growth and efficiency of the AOI.
- Maximise the impact and effectiveness of The AOI by developing new partnerships, projects and platforms.
- Confidently lead change internally and externally, bringing people with you in a positive way.

Staff Leadership

- Effectively manage staff with regular 1-1 for direct reports, using a supportive, coaching approach.
- Establish and maintain suitable staffing structures for effective delivery of the AOI's programme and recruiting staff as appropriate.
- Ensure annual appraisals are undertaken for the team.
- Lead all relevant team meetings, ensuring excellent communication between staff, and from the Board.
- Engender a positive, collegiate and ambitious sense of purpose.

Programme leadership

- Ensure that all services provided by the AOI are of an excellent quality, including but not limited to, the helpdesk, awards, events, resources and wider communications.
- Ensure that existing and new services equip members to understand and engage with the dynamic, evolving nature of illustration as a career.
- Lead on the campaigning work undertaken by the AOI, including submitting evidence to Governmental consultations and engaging with industry organisations to challenge inequitable practice.
- Have a strong, impactful presence with the British Copyright Council, European Illustrator Forum and Creative Rights Alliance, Agents for Change and any other partnership organisations that are appropriate.

- Oversee the development and delivery of an effective digital communication strategy which increases impact and reach.

Other Duties

- Ensure the smooth running of the office and provide support for other staff members as required.
- Be responsible for your own health and safety and report any known hazards. Adhere to strict data and cyber security, raising concerns as appropriate.
- To act at all times in a way befitting a representative of the AOI and perform your role to a high standard, to time and with dedication and commitment.

Person Specification

1. Leadership skills demonstrated by a proven ability to inspire others, lead change and motivate people to work together to achieve shared objectives.
2. Excellent interpersonal skills with the ability to develop effective, longstanding relationships.
3. Ability to solve problems, taking a dynamic and pro-active approach to finding effective solutions
4. Excellent written and verbal communication skills with demonstrable ability to influence and explain complex situations.
5. Strong financial management skills including setting budgets, balance sheets, budgets and management accounts and using commercial skills to create new opportunities for The AOI.
6. Demonstrable management experience, with proven ability to successfully lead a small team, using a coaching approach to management.
7. Ability to represent a professional organisation in a public capacity through a variety of means including public speaking, online communication and PR.
8. Demonstrable ability of developing and implementing an effective communication and marketing strategy.
9. Knowledge of the statutory reporting requirements to Companies House.
10. Understanding of HR and employment issues relevant to a small business.

Employment Terms

Salary: £50,000 - £65,000 depending on experience.

Hours: Full time (40 hrs). Part time (est. 32 hours) will be considered. The role will include evening and weekend work as well as some travel.

Holiday: 25 days, increasing 1 day per year after the end of your second year of employment, to a maximum of 30 days.

Pension: 3% pension contribution

Location: The role is based in Somerset House, London with up to 50% of time working from home.

The AOI believes in diversity and equality. We especially welcome applicants who are under-represented within the illustration industry and want to build a team with a diverse range of perspectives, backgrounds and skills. We know that in diversity is strength and we look forward to hearing from all interested applicants.

How to Apply

Please send a cv and cover letter (no more than 2 sides of A4) addressing why you are interested in this role, and how your experience demonstrates how you meet each point of the person specification.

You should include the names and contact details of two referees, including your most recent or present employer. We will not contact your references without informing you.

Applications should be emailed to jobs@theaoi.com

Deadline for applications: **Sunday 19 December 2021**

All images: Tania Yakunova