The Royal College of Midwives Trust Trading Company

Member of the Board of Directors

Role Description

**Duration:** The appointment is for one year in the first instance (Renewable)

**Location:** Meetings take place at RCM HQ in London

**Working hours:** 3 or 4 days per year plus reading time and ad hoc meetings as required

**Honorarium:** £2,500 per year

**PRINCIPAL ROLE PURPOSE**

The Board of Directors is required to provide business and commercial advice to the Royal College of Midwives Trust (a registered charity) Trading Company.

**THE RCM TRUST TRADING COMPANY**

The principal activities of the Trust Trading Company are the on-going support and development of the RCM Alliance Programme. This programme has been in existence for 12 years and was set up to develop relations with like-minded organisations who share similar values and goals. The partnerships enable the Royal College of Midwives to promote its work and commitment to maternity professionals.

Partners in the Alliance programme work hard to advance the interests of midwives and the midwifery profession. Shared ethics and ideas combine in dedicated support of midwives and all those touched by their care and the Alliance strives to enhance the wellbeing of women, babies and their families.

The objectives of the Alliance programme are to:
- Raise the profile of midwives and the RCM, both internally and externally
- Deliver direct benefits, promote and advance the interest of every midwife and the midwifery profession throughout the UK
- Consolidate and extend the range of the RCM activities
- Support the influence of the RCM with the public and decision-makers
- Build long-term selective Alliance partnerships to maximise commercial opportunities
- Protect and further the care provided by midwives for all mothers, new-borns and their families.

The current partners of the RCM Alliance programme are:
- Johnson’s Baby;
- EuroKing;
- Slimming World;
- Vitabiotics (Pregnacare);
• Kellogg’s;
• Lansinoh; and
• Emma’s Diary.

The RCM Alliance programme has had periods of both growth and consolidation during the past 12 years. The Board appoint an external agency to manage the day to day relationships with partners and to act as a gatekeeper. The agency reports to the Director for Business Services (DBS) who has commercial responsibility for the programme. The post holder would be expected to work closely with the DBS and the CEO of the RCM (both of whom are also Directors of the RCMTT) to provide ongoing direction for the Company. A fourth Board member is a member of the RCM Board. The current CEO is retiring in August.

The objectives of the RCM Trust Trading Company are to continue to grow and maximise the benefits the programme brings to the RCM. The person specification below outlines the experience the RCM is looking for in order to bring the right level of knowledge and challenge to the Board.

RESPONSIBILITIES

• To act as Company Director to the Trust Trading Company.
• To provide commercial, marketing and/or financial advice and expertise.

Person Specification

EXPERIENCE

• Experience of Chairing
• Minimum of 5 years’ senior Directorial experience of working in a Business/ Commercial/ Financial/Marketing role preferably with experience of the Third Sector.
• Professional qualifications appropriate for the role.
• Understanding and knowledge of affinity programmes
• Budget planning, control and monitoring experience.
• High level strategic and business planning experience.

SKILLS

• A good networker with high level communication and influencing skills.
• Excellent verbal skills.
• Excellent analytical skills.

PERSONAL ATTRIBUTES

• The ability to challenge in a constructive way
• Political acumen.
• Commercial awareness.
• A creative thinker with a positive approach to problem-solving.
• Ability to demonstrate an understanding of the role of the Royal College of Midwives Trading Company.
• Confident, clear and persuasive communication skills.
• The ability to establish rapport and professional relationships, while projecting the professional image of the Company.
• Ability to think and work strategically.
• Ability to consolidate broad range of experience to see beyond everyday constraints and appreciate the ‘bigger picture’.

Applicants must be eligible to hold a directorship under the terms of the Companies Act 2006.

Footnote:
The RCM Trust Trading Company is a wholly owned subsidiary of the RCM Trust, a registered charity.
The Company exists to manage the RCM Trust’s commercial partnerships and to ensure that the Trust gains maximum benefit from the sponsorship income so raised whilst maintaining the good name and image of the RCM.
This appointment (and any subsequent renewal) will need to be ratified by the Board of Trustees of the RCM Trust.

Updated March 2017