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PRIVATE AND CONFIDENTIAL



The Chartered Institute of Export & International Trade

Appointment of a new Director General

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ABOUT THE CHARTERED INSTITUTE OF EXPORT & INTERNATIONAL TRADE (www.export.org.uk)

Current situation and context

In 2025 the total value of world trade amounted to $35 trillion, a 4% increase on the previous year, of which UK trade, exports and imports, in the same period totalled some £1.95 billion accounting for 65% of the nation's GDP. While the EU remains the UK's largest trading partner, with 41% of the total export figure of £935m, 330,000 UK businesses of all sizes exported goods and services to over 90 countries around the world with the US, China and Germany being currently the largest markets.

The importance of trade, therefore, to the UK economy, future growth, innovation, investment and job creation cannot be underestimated.

However, there are currently major challenges to the longstanding WTO global rules-based system governing fair and unrestricted trade. War in the Middle East and Ukraine, wider geopolitical tension and security concerns, increased protectionism and barriers to trade in key overseas markets have severely disrupted global supply chains, considerably increased the costs of energy, fuel, transport and generally created a heightened level of global economic uncertainty.

These challenges mean that the role of the Chartered Institute, with its wide range of expert regulatory, advisory, training services and influential outreach, has never been more important in supporting UK businesses, stakeholders, international partners and members in influencing government policy.

Background and ethos of the Chartered Institute

With an overarching strategic objective of *Empowering International Trade*, the Chartered Institute of Export & International Trade ("the Chartered Institute") is the professional membership body representing and supporting individuals and businesses involved in all aspects of importing, exporting and international trade. It exists to equip UK and international organisations and individuals with the expertise to trade compliantly, sustainably and successfully. Founded in 1935 and granted its Royal Charter in 2024, the Chartered Institute is a registered charity with a board of Trustees. The Honorary President is Baroness Neville-Rolfe, a former Treasury and Cabinet Office Minister, and the Chair is Terry Scuoler CBE, an industrialist and former Chief Executive of EEF (now MakeUK).

The Chartered Institute has a projected 2026 turnover of £16m and (currently) 115 employees and has a membership of c. 1,500 individual and c. 350 company members, and provides a wide range of training and advisory commercial services to government, public sector and private sector businesses.

Specifically:

- the Chartered Institute leads in the setting and maintaining of professional standards in international trade management and export practice
- it provides education, CPD, training programmes and practical business support services including consultancy, technical advice and documentation resources
- the Chartered Institute also serves as the voice of the export and international trade sector, representing the views and priorities of members to the government, the media and key

stakeholders and strategic partners to influence policy and champion international trade's central role in the UK economy
- the Chartered Institute's members form a growing community of common interest who benefit from an actively managed programme of events, webinars, topical briefings, networking and regulatory updates from key overseas markets

The organisation operates from its offices in Peterborough and Whitehall in London and small representative offices in Wales and Northern Ireland.

Background to the requirement

The current Director General is stepping down at the end of 2026 after seven years in post.

The Chartered Institute has enjoyed commercial growth, greater visibility with key stakeholders and a substantially higher public profile. The achievement of Chartered status has cemented its authority as the voice and custodian of professionalism in international trade in the UK and internationally and the organisation has an influential seat at the table, advising and representing members and championing best practice in international trade.

With an ambitious but realistic strategy for future growth and development, and against a backdrop of challenges (such as global insecurity and economic pressures) and opportunities (such as digitisation and emerging trade deal prospects), this is now an exciting moment for a new Director General to take the helm, building on the Chartered Institute's recent achievements and driving further success, growth and influence.

THE ROLE

This is a high-profile leadership role with responsibility for executing the Chartered Institute's strategy by delivering the balanced growth set out in that strategy, overseeing the day-to-day management, operation and commercial success of the Chartered Institute and promoting the relevance and importance of the Chartered Institute to members, government, regulators, strategic partners and the public. Central to these responsibilities is the need to further develop the Chartered Institute as a forward-looking, purpose-led business which serves its individual and corporate members and stakeholders, in the UK and around the world, as the pre-eminent authority on standards, best practice and professionalism in international trade and as a powerful advocate for compliant, sustainable and mutually beneficial trade.

Reporting to the Board of Trustee Directors, the Director General's key duties include:

- deliver, in conjunction with the Board, the Chartered Institute's strategy;
- prepare, present and deliver the annual business plan and budget;
- ensure the continued development and delivery of the Chartered Institute's wide range of professional education and training programmes and courses in order to maintain the value and relevance of the Chartered Institute's qualifications and membership grades;
- develop the Chartered Institute as a modern, professional membership body through proactive member recruitment, deeper member engagement and improvements in the benefits of membership;
- take advantage of advancing technologies such as digitisation and AI to deliver the Chartered Institute's services;

- identify, exploit and grow non-subscription revenue opportunities including consultancy/professional services, commercial partnerships and sponsorships;
- inspire, develop, and lead a high performing team;
- represent the Chartered Institute, as ambassador and spokesperson, to key stakeholders and audiences, individuals and businesses involved in international trade as well as to politicians and officials, the media and other relevant commentators and partners, including international counterparts; and
- maintain the Chartered Institute's standing as a charitable Chartered professional body and ensure compliance with all statutory and regulatory requirements relating to the organisation and its subsidiary and associated businesses and activities.

The successful candidate for this role will be based at the Chartered Institute's offices in Whitehall with occasional travel as required for regional events and visits including to overseas markets.

CANDIDATE SPECIFICATION

The successful candidate for this role must be an accomplished senior executive with a commercial growth mindset and a successful record of leadership which makes a real, enduring difference. They should have the intellect as well as the business and professional skills to run and develop the Chartered Institute successfully and responsibly; and the appetite and personal stature to represent the organisation, its members and its principles with confidence and authority in a fast-changing world.

Skills and professional credentials

In particular, this person must:

- be an experienced, strong all-round leader and manager, used to working at or near CEO/board-level, and with the breadth to understand, articulate and execute strategy and to grasp operational and financial detail as required;
- have first-class business planning, budgeting and financial control experience, and must have managed significant P&Ls and budgets;
- be used to prioritising, to directing and delegating to senior managers and to achieving success through dispersed, multidisciplinary teams and in concert with business partners;
- have a good working understanding of the governance level of leadership and be used to working with boards, committees and, ideally, volunteers;
- have experience of leading successful business change and transformation, with a record of developing teams, services and initiatives which have delivered tangible business results and commercial success; and
- be an effective, confident and credible communicator in all settings, a natural networker and a persuasive advocate, ideally with some knowledge of and/or relationships within relevant areas of government, regulatory authorities or relevant international bodies.

Background, knowledge and experience

Candidates should ideally have some firsthand awareness of the rewards and challenges of international trade and conducting business in overseas markets and an authentic belief in the social

and economic benefits of international trade. They should also understand the support required by UK B2B and B2C businesses to enable to develop their international capability.

In addition to sector-specific experience, the best candidates will have some knowledge and appreciation of membership bodies and how to drive engagement, membership growth and membership value. An understanding of the importance and development of education and training programmes, including relevant knowledge of technical and professional standards, is desirable.

In a high-profile role of this kind, the successful candidate must possess the highest standards of professionalism and integrity and will have a natural, authoritative leadership style.

REMUNERATION

The competitive package offered for this role will include a six-figure salary commensurate with the successful candidate's qualifications and experience, together with a discretionary bonus based on corporate and individual performance. Subject to discussion and confirmation, additional benefits include:

- pension – DC scheme, matched contribution up to 8%
- Death in Service cover of 4x salary
- private medical cover (employee only)
- 25 days' annual holiday (in addition to statutory holidays)
- Employee Assistance Programme (mental health support, legal advice, financial advice, 24/7 GP appointments, online physio, etc), Smart Tech vouchers and the opportunity to 'purchase' additional days of holiday

RECRUITMENT PROCESS AND CONTACTS

This assignment is being managed on behalf of the Chartered Institute by Robin Murray Brown of Kinvara Partners. Contact details are:

Email: rmb@kinvarapartners.com
Tel: 07778 141953

The target timetable for the assignment is as follows:

• October/November 2026	Initial meetings with candidates including consultant interviews as appropriate
• By mid-December	Interviews continue Shortlisted candidates confirmed
• Mid- December/early January 2027	Informal meetings with Board members possibly to include Peterborough visit
• By end January	Final (panel) interviews with Selection Committee

EQUAL OPPORTUNITIES STATEMENT (extract)

Throughout the whole recruitment process, the Chartered Institute is committed to avoiding discrimination. Under employment law an employer must not discriminate on the protected characteristics of age, gender, gender reassignment, pregnancy, marital status or civil partnership, race, colour, ethnic or national origin, nationality, citizenship, disability, sexual orientation, religion, belief or previous convictions (except for posts exempt under the Rehabilitation of Offenders Act).

The Chartered Institute will also not discriminate either directly or indirectly, on the grounds of politics, official trade union activity or any grounds that are not justifiable at any stage of the recruitment and selection process or during employment.

The Chartered Institute has been awarded the Disability Confident accreditation and has made a commitment to offer a screening interview to all candidates with a disability who meet the minimum criteria for a job vacancy and consider them on their abilities. Reasonable adjustments to the job description, person specification, selection criteria, and hours of work will be considered where reasonable and practicable.