

## **IFRS Foundation**

### **Job description – Head of Content Services**

Reports to: Director of Operations

Manages: Publishing, Licensing & Permissions, Marketing, Business Development and Customer Services teams

Based: London

Job Purpose: To ensure the delivery of the vision set out for the Content Services division by smooth and effective management of the relevant teams which ensure that the Foundation generates, publishes, promotes and sells its intellectual property in a manner consistent with its public interest mission and contributes to its self-generated income.

### **Principal accountabilities**

1. Working in collaboration with internal and external stakeholders, deliver the Content Services strategy that
  - a. articulates when, where and how commercial opportunities should be pursued and where public interest considerations should take precedence;
  - b. identifies customer groups and markets, as well as pricing and retention strategies
  - c. implements a plan for achieving agreed retention and growth targets by delivering the programme of initiatives for increasing sustainable income
  - d. develops existing, and establishes new, business relationships
2. Ensure that all business development discussions and activities consider the public interest goals of the Foundation and identify both the risks and the opportunities involved
3. Provide leadership and line management to all Content Services staff to manage their performance and enable the development of their skills and effectiveness; oversees the Programme Manager who supports the Strategic Projects Board.
4. Management and oversight of the production process from completed authored product to final publication.
5. Maintain appropriate commercial analysis on an on-going basis to ensure the Foundation has a thorough understanding globally of the market, customers, competitors, products, and value, to underpin all commercial decisions
6. Lead licensing and sales negotiations with commercial organisations, where agreed with the Director of Operations, to ensure the best possible value is obtained from the Foundation's Intellectual Property.
7. Lead the implementation and monitoring of pricing models
8. Implement the product management plan with the relevant staff, based on a SWOT analysis of each product and identifying the key metrics to be monitored for effective decision making
9. Lead the creation of plans for the development of new and existing products in the light of customer need and business case, considering appropriate distribution channels
10. Implement the Foundation's marketing plans identifying the appropriate mechanisms and media in relation to each customer group; evaluate marketing activities in relation to costs, ROI and associated metrics; identify potential new markets
11. Ensure positive and effective relationships are maintained with all customers
12. Ensure appropriate information is held on all customers and that it is managed in line with GDPR (data protection) requirements

## **Skills, attributes and experience**

- Established track record in digital publishing, ideally with technical content
- Experience of licensing digital and print IP to third party commercial organisations and good experience of IP management
- Experience of customer relationship management systems and customer master data management
- Strong relationship building skills, able to listen and quickly establish rapport with staff, customers and third parties; diplomatic team-player who can work effectively and collaboratively with individuals at all levels
- Strong interest in and previous experience of managing and developing staff
- Willingness to work in and appreciate activities which combine the public interest and commercial activities
- Good business development ability including product management skills; continually to monitor that product meets market needs; able to articulate value proposition by segment for marketing purposes, as demonstrated by track record of profitable new product development
- Confident, motivated negotiator as shown by previous success in securing profitable deals with large organisations
- Practical experience and creative approach to product development
- Experience of writing and defining effective contract schedules
- Experience of a variety of business pricing models (e.g. licences, permissions, waivers, bulk discounts, etc)
- Ability to articulate effectively a case for business strategy change using customer data and feedback as evidence where that is necessary
- Structured and analytical approach with the ability to communicate clearly, succinctly and persuasively
- Positive, flexible attitude; high degree of integrity and professionalism; ability to remain composed under pressure
- Proactive problem-solver who can use their skills and initiative to work autonomously, whilst remaining alert to the need to consult and update colleagues as appropriate
- Excellent organisation skills; ability to effectively plan and manage own work
- Medium proficiency in Microsoft Office suite