



JOB SPEC  
**MANAGING DIRECTOR**  
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**Job Title:** Managing Director

**Purpose Of Job:** To act as the Visionary, providing clear direction on the strategic objectives for the business and strong leadership throughout the organisation. To be responsible for delivering the strategy through collaboration with the Board of Directors, Leadership Team and Organisation. To act as the ambassador and the "face" of the business.

**Reports To:** The Board / Shareholders

**Direct Reports:** Practice Manager & Directors/Managers

## Key Responsibilities & Accountabilities

### Leadership

- Set the tone of the company's core values and act as an advocate of these values.
- Ensure company values are effectively communicated, proactively promoted, and supported throughout the organisation.
- Provide clear vision and direction to the leadership team in order to maximise business development and efficiency.
- Maintain open dialogue with all key stakeholders.
- Drive the creation of the business plan and establish clear monitoring to ensure progress against the business plan remains on track.
- Represent the Board of Directors at industry events and meetings to actively enhance the company's profile.
- Direct research and development activities to ensure the company can proactively retain its competitive edge and be prepared for market changes.
- Develop and encourage creative business ideas and opportunities.
- Maintain professional and ethical standards of practice across the organisation.
- Attend and input into regular meetings with the Leadership Team, Investment Committee, and the Board of Directors.
- Establish valued and trusting relationships with business suppliers, legal experts and other third parties to drive efficiencies and deliver the strategic plan.
- Negotiate favourable terms with third party suppliers and clients to maximise the efficiency, quality and profitability of the business.

### Operations

- Ensure excellent operational efficiency across the organisation.
- Oversee the development and implementation of best practice policies, processes and procedures with support from the Practice Manager.
- Oversee adherence to all policies and procedures through effective monitoring and establishing a clear escalation process to manage any breaches, with support from the Practice Manager.
- Facilitate a collaborative approach amongst the leadership team to encourage open dialogue across various projects, enabling everyone to work effectively.
- Ensure a strong risk and controls strategy and process is in place and regularly monitored and reviewed.

## Key Responsibilities & Accountabilities

### Human Resources

- Oversee the development of an appropriate organisational structure which is aligned to the achievement of the business plan.
- Ensure that the team is made up of 'the right individuals in the right seats' with support from the Practice Manager.
- Oversee the creation of an appraisal process that aligns performance objectives with the delivery of the business plan, vision and individual objectives.
- Ensure that effective structures and development support is in place to allow the team to work effectively, efficiently and to their full potential.
- Ensure fairness and competitiveness of remuneration packages.
- Inspire a culture of personal development and growth.
- Oversee the creation of succession plans, aimed at future proofing the business and encouraging the development of talent.
- Provide approval for any recruitment activity to ensure it aligns with the business plan and vision.
- Provide longer term direction to the leadership team to ensure they can co-ordinate resource requirements effectively.
- Drive activity aimed at attracting and maintaining top talent.
- Keep the Board of Directors updated on issues related to the management, direction, supervision, co-ordination and support of the team.
- Advise the Board of Directors on all matters relating to the retirement, employment, support, training and welfare of the team.
- Responsible for ensuring that all Health & Safety and Fire Safety regulations are met at all times.
- Promote healthy working conditions and wellbeing of the team.

### Compliance

- Work with the Practice Manager and/or Compliance Manager to:
  - Ensure compliance with FCA and ICO requirements.
  - Develop a risk strategy and register, in order to manage and mitigate risks proactively.
  - Establish a robust controls process in order to oversee and manage key business activities.
- Responsible for specific Senior Management functions as defined by the Financial Conduct Authority, with support from the Practice Manager and/or Compliance Manager [if applicable].
- Responsible for compliance with GDPR, TCF, anti-money laundering rules, and other regulatory requirements with support from the Practice Manager and/or Compliance Manager.
- Ensure full understanding and compliance of all statutory, legal, regulatory and company policies across the organisation.
- Monitor that business insurance policies (e.g. PI, Keyman, Employer Liability, Cyber Insurance) are in place and meet the business requirements with the support of the Practice Manager and/or third parties.

## Key Responsibilities & Accountabilities

### Finance

- Hold overall responsibility for the financial affairs and financial management of the firm.
- Ensure business activities are profitable without compromising quality.
- Ensure the delivery of a competitive service proposition and pricing model, which is fit for today and the future, and is suited to all/changing market conditions.
- Overall accountability for ensuring all financial elements of the business remain within plan budgets, forecasts, invoicing, bookkeeping, cashflow, MI information).
- Oversee the preparation of annual reporting, budgets & accounts and gain board approval.
- Oversee timely and accurate submissions of RMAR, Companies House and Inland Revenue returns with support of the Practice Manager and/or Compliance Manager.

### IT

- Ensure business systems are well managed, secure, fit for purpose and able to deliver business objectives.
- Oversee the management of company IT services through regular monitoring of performance with support from the Practice Manager and/or IT Manager.
- Encourage creative thinking around the use of technology in order to drive operational efficiency.
- Approve on IT spend to ensure it is a sound investment for future growth.
- Ensure compliance with all relevant legal and regulatory frameworks with support of the Practice Manager and/or IT Manager.
- Ensure appropriate disaster recovery [and business continuity] plans are in place and regularly tested, with support of the Practice Manager and/or IT Manager.

### Marketing

- Ensure all publicity (press statements, briefings, press conferences) are well managed and reflects the views of the Board.
- Oversee the development and maintenance of a focused marketing strategy (with assistance from the Practice Manager and/or Marketing Executive) to promote the products, services and image of the company in the wider community.
- Ensure marketing plans are aligned to the overall Business Plan.
- Represent and be "the face" of the company in public engagements and publications.

### Financial Planning

- If the Managing Director is also a Financial Planner, please refer to the Financial Planner Job Specification for details of roles and responsibilities.

## Personal Specification

**JOB TITLE:** Managing Director

**CRITERIA**

**E OR D**  
Essential OR Desirable

**KNOWLEDGE**

Microsoft Word, Excel, Powerpoint  
 Excellent knowledge and understanding of the Financial Services Industry and changing business environments  
 Excellent knowledge of legal and compliance requirements relevant to the business  
 Excellent knowledge and understanding of broad principles and issues concerning Human Resources Management

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**SKILLS**

High level of commercial awareness  
 Able to see the bigger picture and create strategic plans  
 Innovative and creative thinker  
 Excellent delegation skills  
 Strong business and financial acumen  
 Positive public relations presence and credibility  
 Able to set clear vision and direction  
 Able to motivate others  
 Strong influencing and negotiation skills  
 Relationship building/management skills  
 Resilience and ability to work under pressure  
 Strong presentation skills  
 Demonstrated operational and strategic management skills  
 Strong analytical and problem solving abilities  
 Ability to use sound judgement to make difficult decisions  
 Results orientated  
 Ability to foster strong team work ethic and positive working culture  
 Ability to empower entrepreneurial thinking across an organisation  
 Excellent networking skills

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**EXPERIENCE**

5+ years business management experience  
 At least 5 years experience of financial management  
 At least 5 years relevant industry experience  
 At least 5 years working within a financial planning environment  
 Proven track record of developing and managing strategic relationships  
 Proven track record of driving organisational change, through direct and in-direct leadership of people

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**QUALIFICATIONS**

Qualifications and/or experience in the financial, management, economic or legal fields  
 Certificate in Financial Planning or equivalent  
 Masters of Business Administration

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