



# Managing Director, Virgin Unite

## **Summary**

Virgin Unite Foundation is an independent entrepreneurial foundation of the Virgin Group and the Branson family. It was founded in 2004 with the goal to unite people and entrepreneurial ideas to create opportunities for a better world. The foundation's focus areas range from climate change to empowering entrepreneurs and shaping the future of business; to human dignity, health and education.

Virgin Unite is seeking to appoint its new Managing Director. Reporting to the Virgin Unite Trustees via the Chair, the Managing Director is responsible for the leadership and impact of Virgin Unite. The role will oversee the development and delivery of the foundation's strategic plan, by providing effective leadership of the Unite team and working efficiently with key stakeholders including Virgin Group, Virgin Unite's Community and Partners. They will be responsible for providing regular updates to the Trustees on progress against plan and will work closely with Virgin Management Purpose & Vision team to ensure Virgin Unite objectives align with wider impact vision. They will nurture strong relationships with high-net-worth individuals, foundations and key influencers to build a community of people who will deliver outsized impact.

The successful candidate will be driven by impact and has a collaborative, courageous yet humble approach to delivering the best possible outcomes for people and planet. Highly dynamic and entrepreneurial, they are able to co-create direction with all stakeholders (family, Trustees, VML, team) whilst ensuring day to day delivery. They will ideally have prior experience in non-for-profit, social or environmental areas as well as commercial experience. Sound knowledge of building a community, leveraging impact, fundraising and strong financial acumen is required along with excellent leadership skills.

Virgin Unite is committed to a diverse, equitable, and inclusive work environment. To help to achieve this, Virgin Unite welcome applications from all qualified candidates who share this commitment, regardless of sex, gender identity, sexual orientation, HIV status, race, national origin, cultural or ethnic background, disability, marital status, religion, or age.

## **Key Responsibilities**

### **Strategic direction, planning & delivery**

- Co-create direction and complete annual plan with all stakeholders (family, Trustees, VML, team) and ensure day to day delivery linked to KPIS, eg income, costs, impact, etc.
- Management of the team to ensure that everyone has objectives and plans in place which support the delivery of the agreed business plan.
- Ongoing management of the business plan to ensure progress against agreed deliverables. Reviewing work streams and processes to identify issues and implement solutions/improvements accordingly.
- Responsible for providing regular updates to the Trustees on progress against plan, key operational objectives, and impact targets
- Work closely with VML Purpose & Vision team to ensure Unite objectives align with wider impact vision.

### **Community Building & Strategic Partnerships**

- Nurture strong relationships with high-net-worth individuals/foundations and key influencers who are committed to impact.
- Work with the Community and Partnerships Director to scale the Constellation to build and deliver a community of people who will deliver outsized impact.
- Engage with relevant external suppliers and internal stakeholders to oversee the creation of necessary briefing materials (research, content, speaking notes, presentations etc) to support Unite events including SRB speaking engagements and gatherings.
- Build relationships with Governments/Multilateral organisations in order to scale impact.
- Where relevant, support VML with impact investing to leverage impact.
- Work with the Strategy and Programmes Director to build top 100 Influencers network to work collectively on influencing critical global decision making.

### **Leadership and Culture**

- Recruit, manage and inspire a world class team.
- Lead Virgin Unite to build a culture and team that embodies the VML values.
- Provide strong leadership to the team, acting as a role model within Unite, ensuring that:
- People are fully engaged and motivated to deliver against the plan
- Relationships are developed and maintained across the Virgin Group to ensure the strategy and focus for Unite is understood to catalyse maximum engagement and impact.

### **Communications**

- Working with the VML Communications team, build a communications and content strategy linked to partners, family, and impact outcomes.
- Work closely with VML Brand, Digital and Comms team to ensure delivery.
- Oversee Unite Brand and all relevant messaging and communications materials.
- Lead advocacy efforts for stakeholders linked to Unite impact plans.

### **Finance/Fundraising**

- Working closely with the Operations Director, manage the P&L, including the setting and delivery against financial objectives and targets.
- Lead the provision of relevant information to the Trustees including financial performance, performance of investments and governance matters.
- Develop and implement a fundraising and relationship strategy to achieve sufficient funding for impact investments.

### **Investments**

- Working closely with the Operations Director, shape and manage delivery against the 3-year investment plan and report on funding and reserves status.
- In conjunction with the Operations Director, oversee the management of and reporting of impact and delivery of key partners against agreed targets as part of investment plan.

### **Innovation and Incubation**

- Work closely with the GLI partners to help them scale their impact.
- Deliver against agreed objectives of each GLI including funding, fund raising activities and operational support.
- Responsible for working with the Strategy Director to scope, build and deliver new initiatives linked to Unite objectives.
- Responsible for ensuring delivery against existing portfolio with a balance, realistic workload across the team.

## **Stakeholder Management**

- Key point of contact for Unite trustees.
- Work with departments and teams across VML who provide services to Unite to ensure delivery of Unite business plan.
- Work closely with Virgin Unite President in delivering family priorities.
- Ensure strong relationships with Virgin Group, Unite's community, and wide network of partners.
- Act as a representative on key Unite related boards.
- Represent the charity externally as required.

## **Governance**

- Accountable for ensuring that Unite is properly compliant with all relevant charitable and commercial legislation at all times.

## **About the person:**

### **Transferable Skills**

- Sound financial acumen and confidence in understanding performance and leveraged impact.
- Skilled communicator and confident presenter.
- Skilled relationship builder and manager of diverse stakeholders.
- Skilled people manager and leader.
- Ability to work collaboratively, using influencing skills to achieve results through indirect resources.
- Ability to think on feet and solve problems quickly.
- Excellent leadership skills.

### **Experience**

- Ideally experience of operating in not for profit, social and environmental spaces as well as commercial experience.
- Previous experience of leadership possibly, but not necessarily, within a charity or private foundation.
- Sound knowledge of building community, leveraging impact, fundraising and relevant legal guidelines.

### **Personal Attributes**

Our Culture Pact sets out the attributes we look for in our Virgin people:

**Purpose driven** – You are values driven, striving to be human, brave and visionary in how you work. You are committed to doing the right thing and relish doing your bit to help us change business for good.

**Inclusive team player** - You are a curious, perceptive collaborative and responsive team player. Keen to learn and understand, you recognise the strength in diversity and seek to behave inclusively always. You are thoughtful and supportive and consistently value the ideas and contribution of others.

**Flexible and future focused** - You are flexible but remain focused, and always balance the needs of the company and team with your own priorities. You willingly adapt to the evolving needs of the business, are receptive to new ways of working and keen to play your part in driving positive change in our culture.

**Always accountable** - You embrace responsibility and take pride in doing your best work, with full ownership for quality and results. You are solutions-orientated and work hard to get the job done - with passion, determination and resilience to succeed. You own your continuous development and are always seeking to improve and upskill.

**Pioneering** - You are innovative, explore all possibilities and create new opportunities. You push boundaries and challenge the status quo, taking calculated risks where appropriate, acting always with integrity yet with a sense of fun and creativity.

*This profile is not exhaustive; it will be subject to periodic review and may be amended to meet the changing needs of the business.*