



Institute
and Faculty
of Actuaries

APPOINTMENT OF Head of Markets

March 2025
Reference: QBMIC

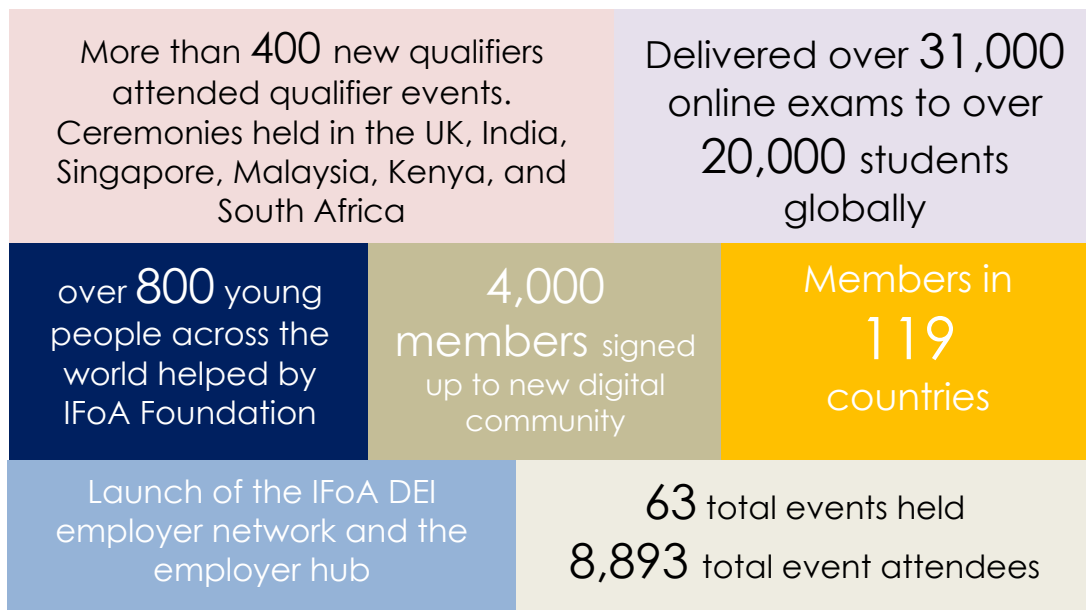
Saxton Bampfylde

An introduction

The Institute and Faculty of Actuaries (IFoA) is the UK's only chartered professional body dedicated to educating, developing and regulating actuaries based both in the UK and internationally.

The IFoA serves more than 32,000 members worldwide, guiding their actuarial education at all stages of qualification and development throughout their careers. The IFoA sets examinations, continuing professional development, professional codes and disciplinary standards for members, regulating under the oversight of the Financial Reporting Council (FRC).

Here's an overview of some of our achievements during 2023/24:





The role

The Head of Markets leads the IFoA's in-market teams which support our members, manage relationships with key stakeholders such as universities, employers, and local regulators, and drive membership and revenue growth. The position oversees a team of approximately 20 membership professionals based across the UK, India, China, South-East Asia and the Middle East.

There is significant opportunity for the Head of Markets to help shape the future direction of the organisation as it prepares its next 2026+ strategic plan. The Head of Markets will play a pivotal role in shaping the IFoA's global membership growth strategy both in terms of membership subscriptions and additional products and services, by identifying market opportunities, setting growth targets, and planning and executing market plans. The Head of Markets will also lead the development and implementation of an organisation-wide employer engagement approach, which will result in a meaningful and partnership-based model determining how the IFoA engages with employers in the future.

Dimensions

Financial – Responsible for key revenues, including growth targets, and managing associated budgets.


Team Management – Responsible for leading a team of approximately 20 colleagues dispersed across multiple countries.

Stakeholder Management – Responsible for maintaining strong working relationships with member leadership, Executive Leadership Team, key employer contacts, universities, local regulators and other actuarial bodies.

Strategic – Key role to play in shaping future global markets strategy and corporate partnerships approach.

Principal Accountabilities

- Build, lead, manage and motivate the markets team.
- Deliver new initiatives that drive member growth and retention and sell other IFoA products and services.
- Connect with members to encourage and support a vibrant member community, listening to and addressing their needs and integrating IFoA services, initiatives and qualifications.
- Understand and advise on the changing regulatory landscapes across markets and how this might impact members, market demands, and the product and service offering from the IFoA.

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- Research and produce reports on the key markets, including extensive data analysis and landscape mapping to be able to make informed decisions and smart investments.
 - Identify strategic partnerships that will add value to the IFoA and its membership.
 - Champion the IFoA brand and grow the IFoA's reputation and influence, through raising the profile of IFoA among key stakeholders.
 - Engage with government, industry, the local profession and regulators to raise the profile and value of the actuarial skill set and more specifically that of an IFoA member.
 - Build strong and mutually beneficial relationships with employer key accounts and C-suite level contacts, developing positive working relationships with all customer touch points.
 - Work closely with the Director of Membership and teams across the organisation to improve services and establish client/member focused solutions. The Head of Markets will work particularly closely with the Director of Learning on ensuring the IFoA's education offering meets employer and market needs and enables membership growth.

Main Contacts

Internal

- Executive Leadership Team
- Peers in Senior Leadership Team and Strategy Delivery Group
- Colleagues across the IFoA
- Volunteers, including the Presidential team

External

- Members
- Key stakeholders at employers
- University and education contacts
- Wider employer networks
- Other professional bodies and actuarial organisations



Impact

The Head of Markets is a high visibility and impact role and requires highly developed influencing, stakeholder management and engagement skills. The Head of Markets will have an impact on how the IFoA is perceived both by members and by key stakeholders and decision-makers across our key employer accounts. This role will play a significant part in shaping the IFoA's markets and corporate partnership strategies, protecting both revenue streams and reputation, and contributing to further income streams and global influence across a range of employer accounts.

Decision-Making

- Decisions are generally made within organisational and departmental policies, guidelines and procedures, but the post holder will need to exercise judgement in responding to rapidly changing circumstances where no formal procedures are available.
- The Head of Markets will judge when they need support and when to escalate issues for guidance and/or decision with their Director.
- Decisions are made with sound knowledge of the wider, organisational context, taking this into account.
- Decisions will generally have short to medium-term implications.

Complexity

This is a varied and high visibility role, which will require balancing multiple priorities, working with the senior leadership, both volunteers and executive, and teams across the organisation, developing excellent internal and external relationships.

The Head of Markets will lead a geographically dispersed team, consisting of permanent employees and in-region contractor resources.

The Head of Markets will need to gain an understanding of complex regulatory and education environments and support the Director of Membership in advising the Executive Leadership Team, IFoA Board and senior volunteers as appropriate. In addition, they will need to interface remotely and face-to-face with senior stakeholders externally.

This role will also need to deliver responsibilities for global key accounts within a matrix of interests and responsibilities across the IFoA. Some travel - both UK and internationally - will be required.



Person specification

The successful candidate will be able to demonstrate the following:

Knowledge and experience

People/Leadership Skills:

The Head of Markets must demonstrate prior experience of leading a geographically dispersed team, with the ability to inspire, manage and motivate a team to achieve exceptional relationships and results. They must demonstrate the ability to lead with a vision and take others on the journey with them, establishing a healthy and creative working team culture with an awareness of the diverse cultural operating context.

The Head of Markets must be a highly committed and collaborative individual who values the input of colleagues and involves others in important decision making. They will be approachable, making it easy for colleagues of all levels to follow them and to quickly earn the trust of clients and members.

Key Attitudes

- Motivated
- Adaptable
- Solutions- focussed
- Collaborative
- Strategic
- Drive to succeed and deliver for customer
- Innovative

Essential Experience and Skills

- Demonstrable solid business acumen, sound decision-making, analytical and organisational skills in a fast-paced environment; a consultative approach to managing complex client relationships.
- Prior in-depth experience of developing/managing business development and corporate partnership functions, inducing a deep knowledge of key concepts such as communication methods, plans, reporting and deliverables.

- Proven ability to effectively engage and influence a variety of audiences at all levels of a business including C-suite.
- Focus on relationships, ability to gain trust and deliver results through communication, expectation setting and completion of planned deliverables.
- Demonstrable international markets experience and prior experience of leading a geographically dispersed team, with a track record of inspiring, developing and motivating them to achieve exceptional relationships and results.
- Ability to prioritise multiple responsibilities, balancing client deliverables on multiple projects as well as internal obligations.
- Passionate about business and forward and outward-looking - always thinking of ways to improve/grow assigned client accounts.
- Strong analytical skills
- Ability to work independently and remain motivated.

Desirable

- Experience of working for a membership organisation
- Understanding/experience of working with actuaries
- Understanding of the financial services sector, particularly the sectors that actuaries typically work in
- Experience of working with senior volunteers

Purpose and Values

- As a senior leader of the organisation, the Head of Markets is expected to demonstrate and champion the IFoA's purpose and values.

Purpose & Values – our desired behaviours

<p>Member-focused</p> <p><i>We put members at the heart of everything we do.</i></p> <ul style="list-style-type: none"> • Our members are our priority. • We aim to deeply understand and deliver what our members value. • We provide a meaningful member experience through our service, expertise and appreciation. • We each take pride and own our part in our members' experience of the IFoA. 	<p>Action-oriented</p> <p><i>We work hard, we work smart, and we take pride in getting things done, valuing action over perfection.</i></p> <ul style="list-style-type: none"> • We set and pursue clear priorities to create meaningful results. • We trust and empower one another to make decisions and solve problems. • We share responsibility for the direction and success of the IFoA. • We strive to be agile and effective in our actions.
<p>Forward- and outward-looking</p> <p><i>We're always looking to be bold and improve, innovate and take the next step.</i></p> <ul style="list-style-type: none"> • We are thoughtful about what best serves our members and the public interest, and we strive to continuously improve. • We embrace new ideas and ways of working. • We take time to reflect. When we succeed, we celebrate those successes. When we make mistakes, we learn and adapt. • We see opportunity in change, and are optimistic about the future. 	<p>Team-driven</p> <p><i>We work in partnership, advancing together as one IFoA.</i></p> <ul style="list-style-type: none"> • We work across boundaries in support of our shared purpose. • We recognise and value each voice in our community, and create an environment where everyone can thrive. • We openly share information, resources and time. • We inspire, support and encourage one another.



Terms of appointment

Group and line manager:	Part of the Membership Group Reporting to Director of Membership
Location:	All locations considered
Contract type/ duration:	Permanent
Salary	Competitive





How to apply

Saxton Bampfylde Ltd is acting as an employment agency advisor to the IFoA on this appointment.

Candidates should apply for this role through our website at www.saxbam.com/appointments using code **QBMIC**.

Click on the 'apply' button and follow the instructions to upload a CV and cover letter, and complete the online diversity monitoring* form.

The closing date for applications is noon on **Tuesday 15 April 2025**.

* The diversity monitoring online form will not be shared with anyone involved in assessing your application. Please complete as part of the application process.

GDPR personal data notice

According to GDPR guidelines, we are only able to process your Sensitive Personal Data (racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, genetic data, biometric data, health, sex life, or sexual orientation) with your express consent. You will be asked to complete a consent form when you apply and please do not include any Sensitive Personal Data within your CV (although this can be included in your covering letter if you wish to do so), remembering also not to include contact details for referees without their prior agreement.



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