

The Professional Speaking Association UK & I

Commercial Director



To forge influential partnerships and generate revenue opportunities. This is the mission of the Commercial Director at the PSA.

Could you accept this mission?

In this newly established role, you have the unique challenge to build from the ground up, designing strategies that not only grow our revenue opportunities but also, with a dedicated focus, can take opportunities to expand our influence and presence in the speaking community. Your role is vital in steering our association towards greater visibility and engagement.

About You

Your passion for community building and member engagement is matched only by your sharp commercial acumen and your strategic vision for growth. You understand the intricacies of the professional speaking industry and have the business savvy to navigate and grow PSA UK&I in a competitive landscape. Innovative, collaborative, and committed to excellence, you are the strategic thinker who will lead our teams to expand our reach and enhance our standing in the industry.

You possess a proven ability to develop and implement growth strategies that increase membership value and event quality. Strong networking and relationship-building are second nature to you; you excel in communicating with clarity and impact.

Your drive and passion transcend the need for specific qualifications; we are looking for someone who shares our ambition to see PSA UK&I succeed and prosper under their guidance. If you are ready to deploy your strategic acumen to drive our organisation forward, we are eager to meet you.

We accept applications from all levels of our membership. The PSA is committed to continuing to make diversity, equity, and inclusion part of everything we do. We welcome applications from all interested parties, and all qualified parties will receive consideration without regard to sex, gender (identity or expression), age, race, disability, religion, sexual orientation, pregnancy, or marital status.

The Role

As the Commercial Director, you will play a pivotal role in steering the Professional Speaking Association of UK & I (PSA UK&I) towards a prosperous future. This is a voluntary role and some of the key responsibilities include:

- **Drive Membership Growth Targets:** Utilise your expertise to significantly increase our opportunities to grow our membership base, tapping into the vast potential of the UK&I and Global speaking industry.
- **Boost Event Attendance:** Strategically build and execute initiatives that heighten attendance and engagement at our national and regional events.
- **Secure Partnerships:** Proactively identify and seal lucrative sponsorship and affiliate deals that support our mission and enhance member value.
- **Sales Forecast Management:** Develop accurate sales forecasts to bolster our conferences, revenue streams, ticket sales, and sponsorships.
- **Annual Planning:** Oversee the creation and adherence to a comprehensive annual revenue plan, ensuring consistency and clarity in our financial forecasts.
- **Lead a Volunteer Team:** Inspire and manage a small team of volunteers to deliver these objectives.
- **Uphold Strategic Vision:** Advocate for and implement the guiding principles of our 2030 strategic vision, ensuring our objectives align with long-term successes.
- **Contribute, as a Board member, to the running and governance of the Association.**

How to Apply

In the first instance, please complete the application form by selecting <https://theapsa.co.uk/commercial-director-2024/> and tell us why you are right for the role.

Successful candidates will attend a (usually virtual) panel interview and a follow-up conversation with the Chair before a decision is made. The dates for the interview(s) will be published once applications close.

Please let us know if you require any reasonable adjustments or support with any part of the application or interview process.