

Role title	Commercial Director
Reports to	Chief Executive
Location	MyBnk Head Office, 5-15 Cromer Street, London WC1H 8LS
Salary	Competitive Depending on candidate, plus benefits package and training budget
Closing date	14 th February 2019

The role

This is a unique opportunity drive revenue growth and the strategic direction at this inflexion point for MyBnk.

MyBnk can strongly evidence the positive impact on participants of our programmes and the savings to potential sponsors. We have recently completed substantial, class-leading, independent evaluation concerning work in schools and with young adults.

You will leverage our leadership in financial education, including the core programmes, pilots and development work, to help us reach more young people. You will support our core work and look to leverage us further into paid-work with university students, apprentices and in work place. We aim to further complement charitable work through building a substantial social enterprise.

You will:

- ⚡ Work closely with the CEO and the trustees, contributing significantly to MyBnk's strategic direction.
- ⚡ Be responsible for growing revenues to £3 million within three years, from the present £1.6 m. You will introduce and build significant new corporate relationships and drive commercial income and commissioned services.
- ⚡ Leverage the many facets of MyBnk that distinguish us from commercial and charitable competition.
- ⚡ Support the Business Development Manager and Head of Trusts and Foundations to maintain and grow existing, strong charitable relationships.
- ⚡ Maintain and ensure the highest ethical and governance standards.

Person specification

The ideal candidate will:

Role Description

- ⚡ Be ready to take on a big new challenge as an agent of change. You will be looking to transition to senior leadership. You will be inclusive and enabling of your colleagues.
- ⚡ Be confident developing relationships, negotiating and closing on opportunities. You will have excellent interpersonal skills with proven ability to bring, build and maintain lasting relationships.
- ⚡ Have five to ten years' experience driving the income growth of an expansive charity and/or commercial organisation. You will have a significant, personal track record of success.
- ⚡ Have a genuine interest in social change, education and the empowerment of young people.
- ⚡ Have the right to live and work in the UK.

About MyBnk

- ⚡ Our vision is a financially capable and enterprising generation. Together with young people, we have created innovative, high-impact and high-energy financial education workshops, delivered by our expert trainers. We build financial capability at key transitional moments, addressing mind-sets, attitudes and behaviours to help young people form an understanding of the wider world of money. We also give vulnerable young adults 'survival' money skills and knowledge to move into independent living.
- ⚡ Topics include saving, budgeting, public finance, debt prioritisation, digital finance skills and enterprise. Alongside delivery, we design projects and training programmes for other organisations.
- ⚡ Young people, aged 7-25, learn about money by doing it for real. We look to establish positive money behaviours at young ages (Money Twist KS2), deal with preventing issues arising for 11-18 year olds (Money Twist KS3-5, Uni Dosh), and survival for young, disadvantaged adults (Money Works, The Money House). We live our values, putting young people at the heart of what we do and always considering how to be impactful. We carefully select, train, support and monitor our trainers to ensure high and consistent quality.
- ⚡ We are committed to remaining leaders in our field. The programmes work, evidenced by comprehensive, independent and published evaluation. We want effective financial education for all young people, through MyBnk, and by driving systemic change, collaborating with and influencing commerce and government.
- ⚡ MyBnk was founded in 2007 by our Chair, Lily Lapenna. Guy Rigden, CEO, joined in February 2013. We have 27 employees and 35 freelance trainers supported by a strong, diverse and engaged trustee board. Turnover in 2017/18 was £1.6 million. We worked with more than 33,000 young people and 300 partner organisations.

Commercial Director

Role Description



- ⚡ Supporters include leading trusts, foundations, corporates and the Money Advice Service.
- ⚡ We were the Guardian Charity Award Winner in 2016. We were independently assessed by the Money Advice Service in 2018.

Application process

Please send a CV and covering letter to jobs@mybnk.org. Include details of any restrictions on your availability for interview and when you would be able to commence the position.

Initial screening and interviews will be held in the first week of March 2019.

Short-listed candidates will be interviewed by a panel including CEO, trustees and independent advisor.

Any questions?

If you have any questions about this role please contact agency