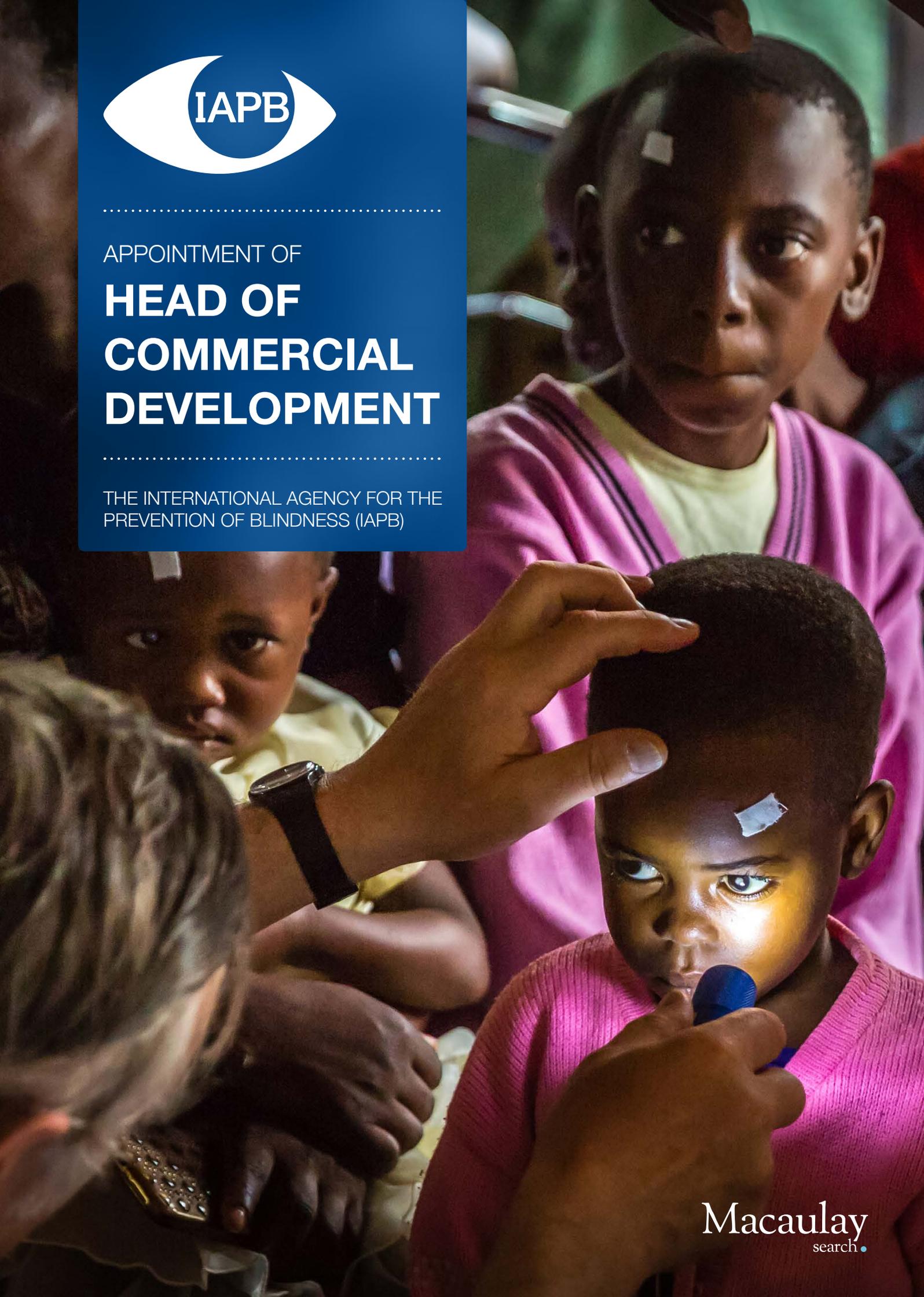




APPOINTMENT OF  
**HEAD OF  
COMMERCIAL  
DEVELOPMENT**

THE INTERNATIONAL AGENCY FOR THE  
PREVENTION OF BLINDNESS (IAPB)





Cover photo: Terry Cooper

## INTRODUCTION

**250 million people around the world are blind or have significant sight loss. For 3 out of 4 of those 250 million people, their sight loss is totally avoidable. A further billion can't see properly because they don't have a pair of glasses.**

The International Agency for the Prevention of Blindness is an alliance of over 150 members - civil society organisations, corporates and professional bodies promoting eye health through advocacy, knowledge and partnerships. Eye health, whether in the form of cataract surgery, laser treatment or the provision of spectacles is one of the most cost-effective and life-enhancing forms of healthcare. IAPB's mission is to eliminate the main causes of avoidable blindness and sight loss by bringing together government, NGOs and other eye care organisations to facilitate the planning, development and implementation of eye care as part of sustainable national health systems.

This is a moment of great opportunity. There have been real gains over the past 20 years in improving eye health and reducing the prevalence of blindness.

**Would you like to help IAPB achieve our mission by using your outstanding commercial and business skills to develop new commercial opportunities and services for our members and diversify and build our income?**

Specifically, over the past few years we've had some key successes:

- National eye health plans aligned with the WHO's Global Action Plan have sprung up across the globe;
- The sector has been equipped with a comprehensive platform bringing together data, advocacy tools and other features to help us align our messages and strengthen our voice;
- Our advocacy efforts have gained real purpose and focus, particularly around the case for eye care services to be key elements of Universal Health Coverage;
- The capacity of the sector to carry out, review and learn from blindness prevalence surveys has grown remarkably;

We have energetic new leadership and a new 3 year plan with the following priorities:

- **Providing services to members:** good quality, economically viable, adding value, and contributing new income streams into the alliance
- **Global Advocacy:** raise profile of eye care so it receives the attention and resources needed
- **Strengthening the network:** facilitate partnership building to tackle the barriers to delivering eye care for all
- **Connecting knowledge:** be the authoritative source for data and information; enable sharing of knowledge and experience

We already provide a range of services to our members, including conferences, online tools and knowledge products. Our new 3-year plan commits us to taking a much more commercial approach to our services to improve their quality and generate more income. Working in partnership with others in the team with private sector experience, we now need find someone to lead this area of commercial development for IAPB.



## ROLE DESCRIPTION

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### PURPOSE OF THE ROLE:

- To lead the commercial growth and development of the IAPB across all areas of activity.
- To drive this growth through the analysis and identification of commercial opportunities from the existing portfolio of activities and to identify new and sustainable initiatives and markets for income generation in line with the organization's new 3-year plan.

### KEY RESPONSIBILITIES:

1. Identify commercial opportunities from within and outside our current activity portfolio.
2. Conduct commercial and market analysis of our key activities with commercial potential and make recommendations regarding how to develop them.
3. Work with the Director of Development, Membership and Communications to grow the market for existing products and services, including events, conferences, projects and communication initiatives.
4. Oversee the Standard List (IAPB recommended product portfolio for members), and analyse and develop the commercial potential of this service.
5. Cultivate and enhance existing and new stakeholder relationships with the objective of developing new business opportunities.
6. Develop new commercial partnership services and opportunities to engage with a wider stakeholder group and generate new sources of revenue for the organisation.
7. Achieve agreed income generation and profit targets.





## KEY RELATIONSHIPS

IAPB is a small, team orientated organisation. The postholder will work with all members of staff. In particular, s/he will work closely with:

- Chief Executive
- Director of Development, Membership and Communications
- Communications Team

### IAPB NETWORK

- Senior leaders in member organisations
- Trustees/Board members

### EXTERNAL

- Alliance partners
- Other NGO peers



Photo: prasanth gireesh



## PERSON SPECIFICATION

### KNOWLEDGE (EDUCATION & EXPERIENCE):

- Proven experience of analysing and mapping competitor market situations, preferably in complex sectors and internationally.
- A demonstrable track record of commercial product innovation and successful delivery against ambitious growth and profit targets.
- Good understanding of business development approaches and processes.
- Experience of financial management, including budget planning.

### SKILLS, QUALITIES AND BEHAVIOURS

- Proven ability to build strong relationships with multi-stakeholder groups likely to be found within a network organisation; and with external stakeholders.
- Excellent communication, negotiation and interpersonal skills with the ability to present to Board members and Senior Executives.
- Excellent planning and organisational skills with the ability to take initiative, work independently and make decisions.
- Strong financial and analytical skills. Target driven with excellent IT skills, including the use of databases.
- Enjoys taking responsibility and working independently.
- Demonstrable commitment to networking, collaboration and team working.
- Culturally sensitive and self-aware.

## TERMS AND CONDITIONS

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The role is full time. It will involve occasional travel. The salary will be circa £65–75,000 depending on the competencies and experience of the successful candidate. The package also includes other benefits.

## HOW TO APPLY

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IAPB is working with Macaulay Search to make this important appointment.

Interested candidates are directed to email their application to [mark.powys-smith@macaulaysearch.com](mailto:mark.powys-smith@macaulaysearch.com)

Your application should comprise:

- A covering note of not more than 1 and a half pages outlining motivation and relevant experience for the role.
- A full CV, including educational and professional qualifications, a full employment history showing the more significant positions, responsibilities held and relevant achievements.

The deadline for applications is 5pm GMT on Wednesday 12th December.

Shortlisted candidates will be invited to an interview during the week of 13th January 2019. A smaller number of candidates will be invited to a final interview in London during the week of 20th January 2019.

Thank you for taking the time to consider this opportunity and to learn more about the work of IAPB.

Please do not hesitate to get in touch with Macaulay Search using the above email address should you have any questions regarding this role or appointment process.

