



**Job Description:  
Head of CHO Marketing and Business Development**

**Summary**

The CHO (Credit Hire Organisation), is seeking a Head of Marketing and Business Development, reporting to the Marketing sub-committee. The successful candidate will lead The CHO's efforts to deliver benefits to membership and manage member relationships as well as actively seeking new members, both full and associate. Communication with members will be a key focus using all media available including social media and via the CHO's website. The Head of Marketing will also be responsible for the organisation and financial success of membership events including the annual conference and regional meetings. Innovation will be key to success in this role and we expect the new Head of Marketing to identify, and deliver, new services that members value and deliver financial benefit to The CHO.

**About the CHO**

The CHO is the trade association for the UK's credit hire industry. It was established in May 2010 from a merger of the Accident Management Association (AMA) and the National Association of Credit Hire Operators (NACHO), and is now the official voice for the UK credit hire industry, providing services such as:

- Representing the industry in the public domain,
- Contributing to political debate on issues of interest to members,
- Helping to establish a favourable operating environment,
- Creating a forum for discussion on non-competitive issues,
- Providing information to assist them in their business.

Today, The CHO has 30 full members and 14 associate members. Associate members are firms that provide services to the credit hire industry, such as law firms or consultancies.

**The CHO Structure**

- The CHO is chaired by Kirsty McKno. Kirsty has chaired the CHO since 2016. There is also a Head of Finance. and The CHO employs a PR consultant responsible for external affairs

- The CHO is a company limited by guarantee, and is overseen by an executive committee comprising members of leading CHOs and associates. The executive committee meets at least quarterly.
- The technical committee provides representation at the joint technical committee which meets insurers to debate and develop the GTA including setting rates.
- The finance committee oversees the financial transactions of The CHO and approves its accounts providing support to the Head of Finance.
- The governance committee might be regarded as the 'core' of The CHO decision making and it comprises the technical committee and the finance committee.
- The marketing sub-committee, to whom the Head of Marketing reports, is a small committee dedicated to supporting the Head of Marketing, providing tactical assistance and strategic direction.

### **About the role**

The Head of Marketing & Business Development Role will have the following responsibilities:

- Relationship management for existing members.
- Understand what further services and support members require from their trade association, and explore the opportunities to implement those services.
- Maintain the channels of communication, primarily through keeping the CHO website up to date and relevant, but also taking ownership of the CHO Linked In page, and seeking to build the number of subscribers to that site.
- With the head of external affairs, review and make broader use of social media, such as Twitter, as a tool for enhancing the profile and awareness of the CHO. Review and make recommendations for the use of marketing and other CHO collateral.
- Recruit new CHO members and associate businesses, such as law firms, which supply services to CHCs.
- Organising and delivering The CHO annual conference to the agreed budget, working alongside the marketing committee and the head of external affairs, plus members of the CHO executive committee.
- Organise other conferences as required, especially those in response to significant external events, for example government policy initiatives.
- Create, agree and implement a strategic marketing and membership plan for the CHO to take the organisation forwards. Agree targets and deliverables with the Marketing committee.
- Attend, participate and present at executive committee meetings where the successful candidate will be expected to update members on the progress made.
- Liaison and co-operation with other trade associations and groups within the claims industry.

- Manage the CHO subscriptions database

### **Candidate profile**

- The successful candidate will be experienced in the credit hire sector, or a sector with similarities to credit hire (e.g. claims management, car rental, bodyshops or personal injury). Ideally the candidate will come to the role with well-established networks in our space, or have experience in building successful networks.
- The candidate will be used to working on their own, in a self-regulated manner, albeit with regular dialogue with officers of the trade association and members of the executive committee. It is likely that the candidate will need to travel widely throughout the UK.
- The candidate will be able to show a track record in meeting sales or membership targets, through successful membership campaigns in similar or other sectors that result in increased revenues.
- The candidate will require strong written and presentational skills, and experience dealing with creative and other marketing agencies.
- The candidate will be comfortable interacting with C-suite and will be at ease representing the trade body among new and existing members.

### **Terms**

- The role a highly competitive salary and would depend on the experience and expertise the candidate could bring to the role.
- The CHO may offer an incentive/bonus structure to encourage outperformance.
- We may also consider supplying a car, IT equipment and other benefits, depending again on experience.

Interested candidates are invited to respond to [Benwelsh@certuscc.com](mailto:Benwelsh@certuscc.com)