

CANDIDATE PACK FOR THE POSITION OF  
**CHIEF EXECUTIVE  
OFFICER**



INSTITUTE OF THE  
MOTOR INDUSTRY



**Berwick Partners**  
an Odgers Berndtson company

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# INTRODUCTION FROM THE INTERIM CHIEF EXECUTIVE

Welcome to the Institute of the Motor Industry. As the Interim Chief Executive as of April 2025, I am delighted to introduce you to our organisation, one that I have personally been involved with for more than 23 years, as Chief Executive, Executive Chair, Vice President and Honorary Fellow and now as Acting CEO until the permanent CEO has been appointed.

The IMI is the leading professional body for individuals working in the motor industry with over 100 years of dedicated support to our community of members. We champion the professionalisation of the automotive workforce through our professional standards and the acquisition of driving skills. Our vision is to offer our community of members and automotive professionals a “common currency” in their development by which they can be evaluated and, in doing so, enhance their skills and employability in the UK and abroad, creating a compelling case for automotive careers.

We are excited to welcome a new Chief Executive Officer to our Institute. We hope that you will recognise the potential on offer to an accomplished leader in guiding the IMI into the future, shaping the direction and ensuring that we remain as innovative as the profession we are part of. As the CEO, you will play a pivotal role in driving our mission to support automotive professionals at every stage of their careers, influencing policy and creating impactful networks.

At the Institute of the Motor Industry, we are committed to excellence and quality. Our community of members are pivotal to today's society, driving innovation, economic growth, solving complex problems, enhancing our sustainable future and addressing societal



issues relating to key areas of the global economy. We work closely with our community of members to identify key issues which are impacting them. We support their career development, set high standards across the profession, influence policy on their behalf and promote professionalism. We work to find solutions in a collaborative and impactful way. Our community of members are at the centre of everything we do. We offer them a wide range of services, resources, expertise and community.

We are excited about the future of IMI and the role our new CEO will play in shaping the automotive profession and our commitment to excellence. Thank you for considering this opportunity to lead IMI.

**Sarah Sillars OBE HonFIMI**  
*Interim Chief Executive Officer*  
May 2025

# ABOUT THE IMI

## WHO WE ARE

The Institute of the Motor Industry (IMI) was founded in 1920 when society – as now – was experiencing rapid technology driven change. We believe passionately that industry personnel (over 800,000) need the most relevant, up-to-date skills and qualifications to progress – especially during times of intense change. We are first and foremost a people-first business.



Our services support a 120,000 strong community members and 73,000 learners across 89 countries. We are a sector-led professional body meaning that we focus on the workforce of the automotive industry servicing a broad range of people from different sub-sectors and occupations. We also hold awarding body and end-point assessment status and work closely with relevant regulators to maintain our standards.

We have 111 employees and an annual turnover of £12.6m. About £4.3m of our income relates to awarding and end-point assessment activity (referred to as regulated income), with the rest coming from ‘non-regulated’ services. We have an ambition to grow our non-regulated income and find new and innovative ways of driving commercial growth.

We are a values-based organisation who places great importance on the professional conduct of our staff and community of members.

## WHAT WE DO

The IMI is committed to furthering the automotive profession. We have a team of staff who achieve this across three key areas:



- **Promote** the sector as a career of choice through campaigning and developing resources for schools, building partnerships to deliver career activities and showcasing world-class talent through skill competitions.



- **Develop** the skills of automotive people and equipping new entrants to the sector with the skills and competence to be effective through Apprenticeships and qualifications. Advancing the knowledge and skills of the workforce through developing e-learning, CPD courses and accreditations to support and encourage continuous professional development.



- **Support** our community of members by providing professional credentials through post nominals and professional registration. Promoting and overseeing adherence to professional standards for technical and ethical competence. Providing support to community of members throughout their career journey and representing our community of members’ voice on issues that matter to them.

# THE ROLE

<b>Title:</b>	Chief Executive Officer
<b>Reports to:</b>	IMI Chair, on behalf of the Board of Directors
<b>Salary:</b>	£150,000-£175,000
<b>Contract type:</b>	Full time – Permanent
<b>Location:</b>	Hertford + national travel when required
<b>Flexibility policy:</b>	Office based 3 days a week

## JOB SUMMARY

Institute of the Motor Industry (IMI), the professional body for individuals working in the motor industry, champions the interests of automotive professionals and the advancement of skills and standards within the sector. This is a fantastic opportunity to help shape the future of automotive professionals in the UK and internationally.

IMI brings together automotive professionals from every field with its ability to convene a network of special interest and member groups. We are dedicated to supporting automotive workers and professionals at every stage of their career and helping to address some of the most important challenges that society is facing.

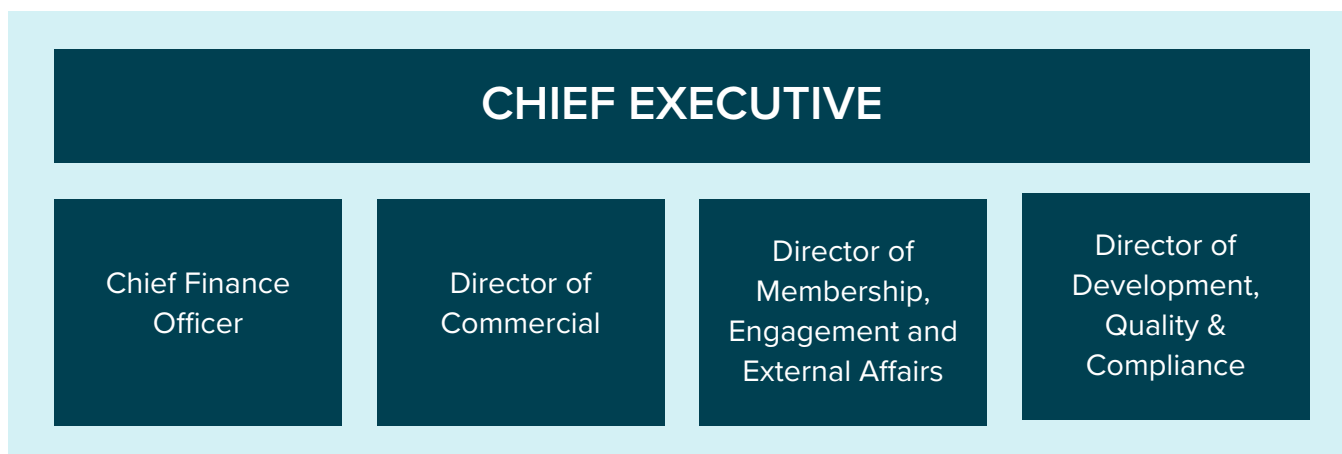
The Chief Executive Officer (CEO) leads the strategic direction and maintains the long-term financial stability of the IMI Group. The CEO is responsible for running the business and ensuring optimal performance of the Institute, the professional and public policy activities, and working as appropriate with senior volunteers and diverse stakeholders. The CEO will lead IMI's leadership potential through influencing policy, supporting professional development, and creating networks to maximise impact.

The CEO ensures the effective leadership, management, and development of the IMI Executive Team to enable them to successfully develop and execute strategic business activity planning whilst managing the resulting budgets, which are derived from the strategic plan agreed by the Board of Directors (Executive and Non-Executive).

We are looking for an exceptional individual who can inspire a wide range of stakeholders and understands how professionalism is a catalyst for development and change in the automotive industry.



## STRUCTURE OF THE LEADERSHIP TEAM



## KEY COMPETENCIES

The CEO should possess strong business skills, understand the unique environment of a professional Institute, and be able to work with Board of Directors (Executive and Non-Executive) and community of members. They must have skills to develop a comprehensive strategic plan and should be strategic, credible, and capable of designing and leading cultural and structural changes within the organisation.

They should develop and advance the executive leadership team, promoting a collaborative and empowering culture and be able to motivate to achieve their goals and delegate effectively.

The ability to identify, analyse and solve problems leading the team through challenging situations and taking difficult decisions is key.

They should understand how to stabilise and improve an organisation's commercial and financial sustainability with a good understanding of financial management and the ability to communicate performance to the Board of Directors (Executive and Non-Executive) and key stakeholders in a clear and transparent way.

They should understand how to redesign an organisation to address gaps and inefficiencies when it is evident such action is required.

The new CEO will need to engage effectively with all stakeholders, internal and external, to drive the organisation forward. They need to communicate vision, goals and strategy to all stakeholders in an inspiring and compelling way. They must be able to actively listen and take decisive action and demonstrate emotional intelligence including self-awareness, self-management, social awareness and relationship management.





## KEY RESPONSIBILITIES

### Leadership

- Provide innovation, inspiration and motivation to staff & management in developing and sharing an ambitious but achievable strategic plan, embracing new and innovative areas as well as robust financial and performance frameworks.
- Deliver growth and development of the organisation to meet the changing face of Automotive retailing through intentional and resilient leadership.
- Lead the staff team to achieve high levels of performance and excellent service standards.
- Establish and oversee mechanisms for listening to the views of the community of members, affiliates and linked organisations for the purposes of growth and development.
- Oversee and lead a revised value proposition to the IMI community of members and the automotive sector.
- Provide clarity on the IMI's role and what the IMI will provide for the sector in career and job prospects through education, qualification and accreditation.

### Strategy

- Provide leadership and direction in the review and development of the strategic plan, and priorities for the next 3 years, on an ongoing basis.

- Ensure the IMI has a clear planning framework including Business Plan, Development Plans and annual KPI's to deliver the strategy.

### Governance

- Ensure the IMI is prudent in managing all potential, financial, operational and strategic risk.
- Provide scrutiny and challenge to data produced and take prompt action where required.
- Ensure that the Management Team and senior staff meet the highest standards of Governance in accordance with IMI policies, regulatory obligations, relevant legislation and innovative best practice.
- Ensure the IMI operates consistently and responds proactively to changes in legal and policy framework.
- Ensure the Chair & Board is well informed of all decision making.
- Support the Senior Executives in appraising performance and assist the Senior Team individually and collectively in their development, to foster the highest standard in decision making.
- Prepare & present papers for the Board.



## External and Regulatory Affairs

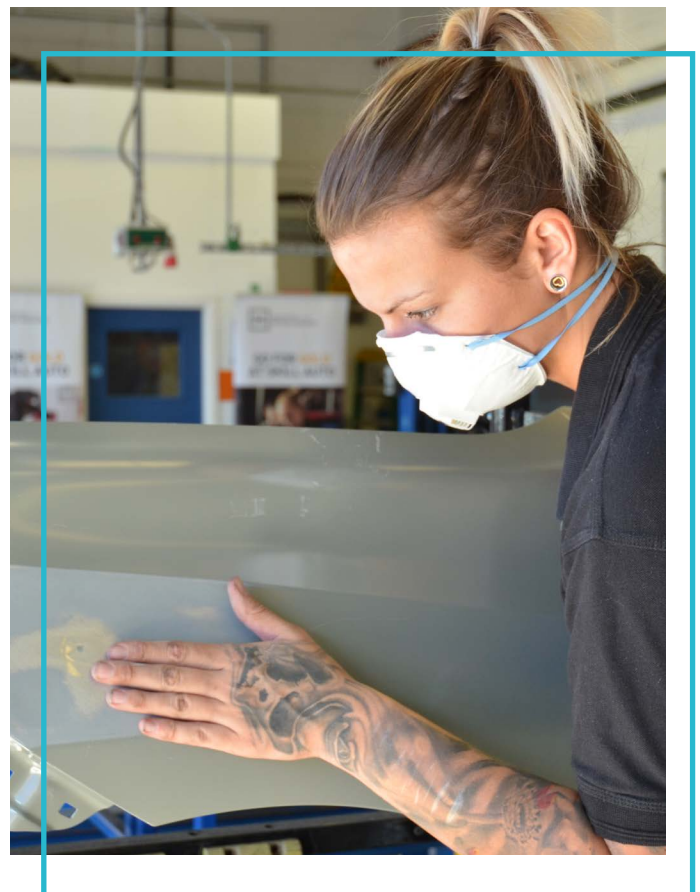
- Ensure the Institute's adherence to all relevant regulations set forth by Ofqual, SQA, Qualifications Wales, and CCEA.
- Direct the proactive and effective communication with regulatory bodies to ensure alignment with industry standards and requirements.
- Lead internal teams to develop and implement policies that meet regulatory standards and promote best practices within the organisation.
- Ensure the IMI effectively monitors changes in regulatory requirements and industry standards, adapting organisational practices accordingly to maintain compliance and excellence.
- Represent the Institute in discussions with regulators, advocating for industry advancements and addressing any concerns or challenges.

## Delivery

- Acting as Ambassador for the IMI and championing the IMI's purpose to provide skills and people development across the sector. The CEO will be the public face of the IMI for campaigns and relationships with key stakeholders.
- Ensure the IMI delivers excellent service to all its community of members, associates, customers, centres and affiliated bodies.
- Ensure the IMI sets clear standards and has ambitious and unambiguous targets for measuring performance.
- Ensure the IMI is effectively resourced to meet key priorities to deliver commitments.
- Oversee continuous assessment of performance against budget, business plan and KPI's.
- Oversee robust management and collection of data to inform commercial opportunities.

## People

- Lead the IMI wider team through direct or indirect training, coaching, building teams and manage performance and underperformance. Demonstrate strong emotional intelligence and a positive work environment.
- Advocacy – Act as the public and private face of the IMI effectively promoting the IMI's aims and engage with a wider audience than currently.
- Deploy excellent interpersonal skills demonstrating an outstanding ability to build relationships at all levels.
- Active participation in recruitment, development and retention of Senior Management appointments.
- Demonstrate the highest standard of conduct and professional standards to internal and external stakeholders.
- Assess and advise the Senior Management Team on effectiveness of their delivery, staffing levels and structure.





# PERSON SPECIFICATION

The successful candidate will demonstrate the following essential experience, skills and personal attributes.

## KEY REQUIREMENTS

- Visionary & inspiring as a leader of people, with experience in the automotive sector of developing and managing colleagues in their roles, both within and outside the organisation.
- A proven record of leading organisational transformation in a constantly changing environment, whilst ensuring all the basics are covered.
- A proven record of working within the regulated environment and overseeing engagement, advocacy, communications and compliance with regulators, government and other stakeholders.
- Collaborative, with a demonstrable commitment to advancing diversity and inclusion at all levels within the organisation and through the automotive sector.
- The ability to lead and motivate through the challenge of ambiguity and change.
- Strategic leadership experience, with the ability to oversee and quality assure the successful delivery of major projects and programmes in the automotive or parallel sector.
- Curious, entrepreneurial and committed to continuous improvement, with the ability to develop these qualities in others.
- Commercial with the ability to lead others in ambitious business development activity.
- Committed to the principles of good governance and adhering to high ethical standards.

- Experience of successful strategic and business planning and risk management whilst maintaining high standards of governance.
- Nuanced and thoughtful in stakeholder relationship-building, with demonstrable experience of advising senior stakeholders and being an effective ambassador, through a strong and credible presence.
- Professional and highly articulate when delivering speeches, interviews and representing the sector.

## DESIRABLE

- Experience working in a similar role for a sector wide not for profit organisation.
- Experience of international business, including China. Non-Executive Directors are required to adhere to the IMI policy on conflict of interests.

## ADDITIONAL BENEFITS

- 8% non-contributory pension.
- Company car or car allowance.
- 28 days annual leave (3 days to be used for the Christmas closedown) + Bank holidays.
- 3 x death in service.
- Private healthcare for self and spouse/partner (opt in after probation).
- Remote GP service (opt in).
- Medical cashback scheme (opt in after probation).
- Professional membership paid including retail and health discounts.
- CycleScheme
- Annual training & development fund

## HOW TO APPLY

The preferred method of application is online at:  
[www.berwickpartners.co.uk/93563](http://www.berwickpartners.co.uk/93563)

If you are unable to apply online please email  
your application to:  
[response.manager@berwickpartners.co.uk](mailto:response.manager@berwickpartners.co.uk)

All applications will receive an automated  
response.

All candidates are also requested to complete  
an online Equal Opportunities Monitoring Form  
which will be found at the end of the application  
process.

For detailed information on how we process  
your personal data, please review our  
privacy policy on our website <https://www.berwickpartners.co.uk/privacy-policy/>

In line with GDPR, we ask that you do NOT send  
us any information that can identify children  
or any of your Sensitive Personal Data (racial  
or ethnic origin, political opinions, religious or  
philosophical beliefs, trade union membership,  
data concerning health or sex life and sexual  
orientation, genetic and/or biometric data)  
in your CV and application documentation.

Following this notice, any inclusion of your  
Sensitive Personal Data in your CV/application  
documentation will be understood by us as your  
express consent to process this information  
going forward. Please also remember to not  
mention anyone's information or details (e.g.  
referees) who have not previously agreed to  
their inclusion.

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