

BEDA – Managing Director

December 2018

1. About BEDA

BEDA's vision is for design to be embraced in Europe as a driver of sustainable growth and prosperity.

BEDA boasts 50 members from some 25 member states in Europe. Members can be design promotion centres and other publicly funded organisations that promote design nationally or regionally as well as professional and trade associations for designers from across Europe. Those professional associations represent designers, based in Europe, in every discipline of work from industrial design and interiors to digital design and branding.

1.1 Strategy

BEDA realizes its vision through **CONNECTING** (*network, exchange, communicate, collaborate*) with, for and to **BEDA members**, in and to **EUROPE**, and through interacting with global partners, in order to:

- create shared knowledge and synergy
- create opportunities for design through influencing policies
- champion designers

1.2 Activities

BEDA's main activity lines, along the three strategic lines can be summarized as follows:

1.2.1 Create shared knowledge and synergy

- Running the website, social media and newsletter as a platform for members' clusters, a body of knowledge and membership resources, and distribution of relevant news and specific EU content
- Organising BEDA's main events:
 - o General Assembly
 - o EUROPEAN DESIGN FORUM
 - o INSIGHT FORUM
- Being present and visible at strategic non-BEDA events in Europe
- Collaborate and partner with relevant non-design stakeholder groups
- Create synergies with relevant stakeholder organisations
- Support members' activities in clusters, reporting of and sharing experiences and contributing to website and newsletter

1.2.2 Create opportunities for design with and for our members

- Building the Design Action Plan 2.0, building further on the results of the 2011 European Design Leadership Board's report on 'Design as a driver for growth and prosperity'.
- Lobbying, creating support and influencing innovation and business policy and funding at European Commission; within DGs RTD / GROW / EAC and in the development of FP9 (Horizon Europe) programmes and calls
- Making the case for design, both in Europe and by contributing to collaboration in that field at global level

1.2.3 Championing designers

- Develop skills/education position and education initiatives in collaboration with strategic partners like Cumulus

- Support IPR policy development and contracts (membership resources)
- Look to the future needs of our members and their members

1.3 BEDA's organisation

BEDA is a not-for-profit organisation funded in its entirety by its members. It is run by a board of directors elected by its membership every two years. The members also elect a President and Vice President every two years. BEDA is headquartered legally in Brussels.

1.3.1 Board

The BEDA board consists of a minimum of five and up to eleven board members comprising a President, a Vice-President and up to nine other individuals. The Board select two of their number to serve as Treasurer and Secretary.

The Treasurer is responsible for drafting the annual budget, proposing the annual membership fees, proposing other levies and monitoring the day-to-day financial operations of the association. The Secretary is the guardian of BEDA's Constitution and Bylaws and ensures that the correct procedures are observed at all times.

BEDA board members are elected by and from the BEDA membership. They serve a two year term and can stand for re-election for an additional two consecutive terms. Voting takes place at BEDA's annual General Assembly. General Assemblies are hosted by a member organisation each year.

In addition to the General Assembly each year, the Board meet a further three times per year to conduct the business of BEDA. Board meetings are usually hosted by members to coincide with design-related events taking place in the host country.

The board represents the European design community and focusses on lobbying, stakeholder involvement and influence on policy development.

Each board member participates in one or two of the working groups:

- Policy & Design Action Plan
- Design Profession
- Communication
- Membership

1.3.2 Managing Director

In order to have a continuous and consistent line of action and to support the Board in its activities, BEDA has created a vacancy for a part time Managing Director. The MD will be running the day to day organization of BEDA, and will report to the BEDA President. The MD will collaborate with a part time administrative and communications support staff, and will be responsible for smooth operation of a.o. bookkeeping, membership admin and invoicing, regular communication on web, social media and newsletter and organisation of BEDA events.

2. Role of the Managing Director

We are looking for a dynamic, inspiring and self-conscious Managing Director to bring our strategy into action and help the board deliver the desired results.

Based on a part time role, the managing director will preferably be based in and/or acting from Brussels, and will focus on:

- Driving membership and members involvement in BEDA

- Supporting the board in establishing strong interdependent relations with the European Commission and other European partners and stakeholders, preparing meetings and taking up discussed actions.
- Realising a sustainable revenue model for the organisation
- Ensuring efficient and reliable administration
- Managing BEDA communications and event organisation

BEDA strongly believes in a fit for the future effective and efficient organization. BEDA does not have a physical office space and relies on the strengths and entrepreneurial attitude of its staff, consisting of independent but committed freelance professionals.

BEDA is looking for an independent freelance professional to take on this challenge for a longer period, based on 600-800 hours per year. The Managing Director will be the visible foothold in the Brussels community, and will be the reliable contact for our members.

2.1 Key responsibilities and activities

2.1.1 Stakeholder management & business development

- Supporting the EC connection and preparing meetings with relevant policy officers within DG Growth, DG RTD and DG EAC in collaboration with BEDA President and Vice President
- Monitoring European funding opportunities and projects for design
- Maintaining contact and exploring opportunities for design with comparable organisations in Brussels.
- Developing sustainable income for BEDA, through membership recruitment and project development.

2.1.2 Member antenna, collaboration and exchange

- Regular direct contact with members, membership retention
- Inducing collaborative efforts between members
- Supporting and promoting clusters, knowledge exchange between members
- Communicating funding and project opportunities

2.1.3 Organisational tasks

- Regular contact with the executive board, preparing executive board meeting agenda
- Supporting secretary and treasurer, providing input
- Preparing board meetings (4-5 per year), minutes and reports
- Keeping track of actions and working groups
- Ensuring smooth organisation of BEDA events and communications

2.2 Personal characteristics

2.2.1 Skills

- A vision on and strategic skills to understand and develop the challenges of the professional design sector in Europe for BEDA and its members towards the future
- Business experience, understanding drivers for success of membership-based organisations, and ability to deliver operational effectiveness
- Ability to identify, create and secure opportunities for representative organisations
- Experience of working with European Commission and its organisations
- Good financial insight and understanding
- Fluent in English, preferably French

2.2.2 Behaviour

- Independent, self-starting and self-conscious with a passion for design
- Creative and innovative mindset with a focus on delivery
- Ability to translate the organisation's vision into specific targets and tasks
- Strong influencing skills with an ability to build credibility and good working relationships across a range of stakeholders.

3. Selection process and how to apply

Application is by submission of a full curriculum vitae and a covering letter of application, addressing the job description and person specification. BEDA is committed to providing equal opportunities to all; we promote inclusion and value diversity.

Deadline for applications is 18 January 2019

Please send your application by email to office@beda.org.

The selection procedure will start with a telephone interview in the week of 21-25 January. Shortlisted candidates will be interviewed in Brussels on 4, 5 or 6 February 2019.

Detailed inquiries can be addressed to office@beda.org.