

## **ADVERT - RECRUITMENT OF AN INDEPENDENT NON-EXECUTIVE MEMBERS OF THE BOARD OF DIRECTORS**

### **THE OPPORTUNITIES**

In early 2021 the Considerate Constructors Scheme Ltd (CCS) was appointed by the Construction Product Association Ltd (CPA) to administer and manage the development of the Code for Construction Product Information (CCPI). CCS have established a new not for profit, independent organisation, the Construction Product Information Ltd (CPI Ltd) to lead, deliver and develop the CCPI and wish to develop an independent governance structure and appoint the organisations first skills-based Non- Executive (NEDs) Board of Directors.

### **THE ROLE**

The role of a Non-Executive Director (NEDs) is to work closely with the Chief Executive to deliver the CCPI's vision and ensure the effective delivery, development and stewardship of the organisation.

Each NED should have experience of serving on high performing boards and of providing strategic thinking and insight. As well as being an excellent and persuasive communicator you will be used to engaging a broad range of stakeholders at the very highest level of industry and government. Your personal gravitas and collaborative approach will mean that you are a credible and effective influencer, and you will leverage these exceptional skills to build strong and impactful relationships.

### **EXPERIENCE AND SKILLS**

We are particularly keen to attract exceptional candidates from both within, as well as outside of the construction product sector, where product information management responsibilities apply, for example, aviation, chemical, rail industries, etc, and with in-depth knowledge of the one or more of the following:

- The entire manufacturing product cycle from design to completion and distribution
- Product information creation and management at an industry cross-sector or strategic level
- A similar voluntary code/scheme to the CCPI in other sectors or industries
- Knowledge and/or experience of trading standards or other regulatory standards
- Knowledge and/or experience of marketing, ideally in a product environment
- Knowledge of products, product specification and production information management.

Candidates will need to demonstrate high-level skills and professional experience in one or more of the following areas:

- Manufacturing (we will consider experience from different sectors and organisations of different sizes)
- Advertising standards
- Product specification and procurement
- Information management
- Behaviour change and culture change
- Merchants and distributors of products
- Trade Associations
- Finance
- Legal



- Assessment and verification
- Marketing, Communications and Public Affairs Strategy
- Culture and leadership within a related industry
- Commercial contracts
- Digitalisation, digital innovation and data management.

### **Recruitment Timescales**

The closing date for applications for both roles is **noon on 4<sup>th</sup> August 2021**.

Interviews for all roles will take place on w/c **15<sup>th</sup> September 2021** via zoom.

### **Further information**

If you would like to discuss this opportunity further, please contact the CPI Project Manager [rachel.philpott@cpicode.org.uk](mailto:rachel.philpott@cpicode.org.uk).

Construction Product Information Ltd  
c/o The Considerate Constructors Scheme Ltd  
The Building Centre  
26 Store Street  
LONDON  
WC1E 7BT

(Insert Addressee)

(Insert Date)

Dear (Insert Addressee)

### RECRUITMENT - MEMBERS OF THE NON-EXECUTIVE BOARD OF DIRECTORS

Thank you for your interest in the Construction Product Information Ltd (CPI Ltd) and for enquiring about the role of Non-Executive Director (NED) of the Board.

Included in this pack you will find:

- A copy of the advert for the role and details of how to apply.
- Person specification and key responsibilities of NEDs for the Board.

The NED role requires a time commitment of up to 2-3 days a quarter.

The closing date for receipt of completed applications is 12.00 noon on 4<sup>th</sup> August 2021.

Successful candidates will be invited to participate in a panel interview via video conference on during the week commencing 15<sup>th</sup> September 2021.

If you would like to discuss any aspect of this role, please do feel free to contact the CPI Project Manager [rachel.philpott@cpicode.org.uk](mailto:rachel.philpott@cpicode.org.uk).

I do hope that you will be interested in applying for this crucial and rewarding role.

Yours Faithfully

Amanda  
Amanda Long  
Chief Executive

## APPLICATION PACK

### ABOUT US

The Construction Product Association (CPA) set up the Code for Construction Product Information (CCPI) to promote an urgent and positive culture and behaviour change in the construction product manufacturing industry. It is a direct response to Dame Judith Hackitt's Building a Safer Future Review set up in the wake of the Grenfell Tower tragedy.

The CCPI was originally conceived and created by the CPA's Marketing Integrity Group (CPA MIG), formed in the autumn of 2018, made up of representatives from across the construction product sector. It was the clear objective of the CPA MIG to demonstrate the integrity of the industry by the way that it responds to Dame Judith Hackitt's challenge. The CPA MIG have designed a Code, after a call for evidence and in consultation with the sector, that is about product information being **clear, accurate, up-to-date, accessible, and unambiguous** – these are the five acid tests that stand behind the eleven clauses of the code.

The CPA MIG asked the Considerate Constructors Scheme Ltd (CCS) as an independent not for profit organisation to establish a new, not-for-profit independent organisation, Construction Product Information Ltd (CPI Ltd), to lead the roll-out of the Code, and we now wish to develop a new independent governance structure and appoint the organisations first skills-based Board of Non-Executive Directors.

The Code will work closely with the Building a Safer Future Charter, particularly with regard to culture and leadership [[Building a Safer Future – Building Safety Starts with You](#)].

### ABOUT YOU

You will have experience of serving on high performing boards and of providing strategic thinking and insight. As well as being an excellent and persuasive communicator, you will be used to engaging a broad range of stakeholders at the very highest level of industry and government. Your personal gravitas and collaborative approach will mean that you are a credible and effective influencer, and you will leverage these exceptional skills to build strong and impactful relationships.

We are particularly keen to attract exceptional candidates from both within, as well as outside of the construction sector, where major safety management responsibilities apply (for example, aviation, chemical, rail industries), and with in-depth knowledge of, for example:

- The entire manufacturing product cycle from design to completion and distribution
- Product information at an industry cross-sector/strategic level
- A similar voluntary code/scheme to the CCPI in other sectors/industries
- Knowledge and/or experience of trading standards or other regulatory standards
- Knowledge and/or experience of marketing, ideally in a product environment
- Knowledge of products, product specification and production information management.

Candidates will need to demonstrate high-level skills and professional experience in one or more of the following areas:

- Manufacturing (we will consider experience from different sectors and organisations of different sizes)
- Advertising standards
- Product specification and procurement
- Information management
- Behaviour change and culture change
- Merchants and distributors of products
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- Commercial contracts
- Digitalisation, digital innovation and data management.

### **HOW TO APPLY:**

Applicants are requested to provide a maximum two-page CV and a covering statement showing how you meet the competencies of the role, as detailed below.

CV's and covering statement should be submitted to the CPI Project Manager - [rachel.philpott@cpicode.org.uk](mailto:rachel.philpott@cpicode.org.uk).

If you would like to discuss this opportunity further, please contact the CPI Project Manager at the email address above.

### **Closing Date for applications and proposed interview dates:**

The closing date for applications for the position of NED is noon on the 4<sup>th</sup> August 2021.

CPI Ltd use an equal opportunities selection process to shortlist candidates for interview. If you are successfully shortlisted for the role you will be invited for an interview via zoom. It is anticipated these will take place during the w/c 15<sup>th</sup> September 2021.

## THE BOARD OF DIRECTORS – SPECIFICATION/COMPETENCIES

CPI Ltd, as an independent not-for-profit organisation needs a Non-Executive Board of Directors (NEDs) who can work together to support our governance, with particular regard to:

- **Leadership** – the ability to horizon scan, set a clear vision and risk appetite, and provide long term strategic clarity.
- **Effectiveness** – results focussed with the ability to rigorously challenge and scrutinise financial and operational performance.
- **Accountability and integrity** – open, transparent and fair, with the ability to put interests of the organisation above their own interests.
- **Sustainability** – able to take a long-term view of progress and financial security.

## THE CODE FOR CONSTRUCTION PRODUCT INFORMATION (CCPI):

The Non-Executive Board of Directors of CPI Ltd must be committed to ensuring the CCPI applies the highest standards of ethical, professional conduct and integrity in all its activities. Construction product organisations who sign up are expected to attain levels of at least compliance in each of the eleven clauses of the CCPI to use the licensed marque for their verified product sets – the evidence provided by organisations will be verified and assessed for compliance by CPI Verifiers. Sign-up to the Code is recommended by the UK Government for construction product organisations in all areas of the construction life cycle.

Organisations who choose to sign up their product sets to the CCPI are agreeing to abide by the clauses in this Code in order to give confidence to those in the supply chain using their 'Product Information'. Product information must be **clear, accurate, up-to-date, accessible and unambiguous** and can therefore be relied upon when making decisions about using those products at any stage of design, specification, installation, use, maintenance and disposal. The eleven clauses in the Code which cover:

***1 to 3 – Information creation***

***4 to 7 – Core Information***

***8 to 9 – Associated Information***

***10 to 11 – Support and Competence***

(NB: these clauses are subject to change during a period of development and piloting).

## THE BOARD:

Non-Executive Directors should include suitable individuals with relevant experience and expertise from (not an exhaustive list):

- Manufacturing (we will consider experience from different sectors and organisations of different sizes)
- Advertising standards
- Product specification and procurement
- Information management
- Behaviour change and culture change
- Merchants and distributors of products
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CPI Ltd is looking for effective people from a broad range of sectors to join its Non-Executive Board to help realise our ambitious goals to bring about substantial change within the construction product industry. CPI Ltd NEDs are key to helping make this happen.

The key responsibilities of the Board will be to provide effective oversight and scrutiny, including:

- **Strategic direction** – provide valued contributions and act as a constructive critic in looking at the objectives and plans devised by the Chief Executive and the executive team.
- **Monitor performance** – take responsibility for monitoring the performance of executive management, especially regarding the progress made towards achieving organisational key results and the determined organisation strategy and objectives.
- **Policy** – working with the Chief Executive, set in place policies for the direction of the Code
- **Communication** – help connect the business and Board with networks of potentially useful people and organisations.
- **Risk** – satisfy themselves on the integrity of financial information and that financial controls and systems of risk management are robust and defensible.
- **Audit** – it is the duty of the whole Board to ensure that the company accounts properly to its owner by presenting a true and fair reflection of its actions and financial performance and that the necessary internal control systems are put into place and monitored regularly and rigorously.

There will be a full induction programme for all selected NEDs.

## NON-EXECUTIVE DIRECTOR ROLE DESCRIPTION

### BACKGROUND

Applicants should be able to demonstrate knowledge and experience from at least one of the following:

- The entire manufacturing product cycle from design to completion and distribution
- Product information at an industry cross-sector/strategic level
- A similar voluntary code/scheme in other sectors/industries
- Knowledge and/or experience of trading standards or other regulatory standards
- Knowledge and/or experience of marketing, ideally in a product environment
- Knowledge of products, product specification and production information management.

### EXPERIENCE

CPI Ltd are seeking a range of experience across the NEDs from the following backgrounds (not-exhaustive list):

- Manufacturing (we will consider experience from different sectors and organisations of different sizes)
- Advertising standards
- Product specification and procurement
- Information management
- Behaviour change and culture change
- Merchants and distributors of products
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### COMPETENCIES

Applicants should possess and be able to demonstrate the following competencies - these will be used to assess suitability.

#### GENERAL:

- Commitment to the Code for Construction Product Information for the benefit of the Construction Product industry
- Be prepared, able and willing to undertake full responsibilities as a Non-Executive Director of Construction Product Information Ltd, Company Number 13052748, registered with Companies House.
- Prepared to commit to a minimum of four meetings per annum allowing for preparation time and follow up actions.
- Results focussed with sound commercial and financial experience and acumen.
- Willing to challenge and scrutinise delivery and financial performance.



#### **ORGANISATIONAL KNOWLEDGE:**

- An understanding of the ways in which organisations build leadership and culture.
- An understanding of the ways in which leaders act to reinforce the values, ethics and culture needed to meet the organisation's objectives and the ability to determine credibility and success.
- Previous experience of Boards by being an executive or non-executive Director on a Board.

#### **BUILDING RELATIONSHIPS:**

- Speak with confidence, authority and conviction and be able to articulate the key points of an argument clearly.
- An understanding of good communication techniques and ability to communicate effectively, verbally and in writing.
- An understanding of equal opportunities, diversity and inclusion and the ability to apply the principles in practice.
- An understanding of the need to work with the CCPI in developing its offering and the ability and willingness to do so.
- Suitable gravitas to 'hold the ground' when challenged by senior leaders.

### **THE APPOINTMENT**

As the organisation is in start-up mode, this position will be voluntary for years 1 and 2. It is expected that in due course, when costs allow, Non-Executive Board Members will have access to a small annual stipend. Reasonable travel and subsistence expenses may be claimed, supported by receipts (taxi's, overnight stays or meals should be agreed in advance).

Non-Executive Directors may need to, from time to time, travel around the UK for meetings or special events (once restrictions are lifted) and will be reimbursed for travel. Directors will need to provide their own mobiles and IT equipment but will be issued an organisation email address which should be used for all correspondence when representing CPI Ltd and the CCPI.

Prospective Non-Executive Directors should appreciate that the process of selecting and appointing a new Board can be protracted, often taking several weeks to complete.

If you would like to apply to become a Non-Executive Director, please submit your 2-page CV to the CPI Project Manager [rachel.philpott@cpicode.org.uk](mailto:rachel.philpott@cpicode.org.uk). Please also include a covering letter which shows how you meet the person specification above, as CPI Ltd use an equal opportunities selection process to shortlist for interview against these. If selected after interview, CPI Ltd will request two references who will be contacted before accepting you on to the Non-Executive Board. You will also be required to complete a Non-Executive Board Disclosure form for insurance and credibility purposes.

If you would like more information before applying, please email the CPI Project Manager, details above.