



Chief Executive Officer

Candidate Pack



The communications, advocacy, and policy headhunter

Headlines

The British Brands Group (BBG) is the leading voice for brand manufacturers operating in the UK. Our goal is to make Britain better for brands; because when they excel, so does the country.

Our Vision: A future where Britain is the global benchmark for brand-friendly regulation, so brands can better serve consumers and drive growth.

Our Mission: To shape the regulatory framework so that Britain is the optimum market for brand-led businesses of all sizes.

Job title: Chief Executive Officer

Role Purpose: Work closely with the Chair, Council and the Group's strategic adviser to grow the membership and support its ongoing development towards achieving its mission.

Remuneration: Six figure salary and benefits package

Place of work: Home based with travel

Reporting to: The Chair

Further reading: [British Brands Group website](#)



Brands are great for Britain



Great for consumers

Helping the to navigate the marketplace, delivering choice, and solutions for their needs



Great for Innovation

Creating 100% of distinctive innovation in grocery, inventing new products and categories



Great for growth

Through higher quality & better paid jobs, creating premium value and multiplier effects

However, brands have poor protection from copycats and look-alike packaging. They face an unlevel playing field with the retailer customer-competitors. They face regulatory measures, notably around packaging and less healthy foods, that disrupt the climate for brands further.

No single company can fix this alone. This is the problem the British Brands Group exists to solve.

The Challenge for Brands is Growing



1 in 4
category
buyers
never buy a
brand



Over the last
decade, national
brands have lost
1 in 20 buyers to
private label



Today, only **3 in 4**
buyers purchase
a brand even once
a year

Source: Europanel

Governance and Company Secretariat

Provide comprehensive governance and company secretariat support to the Group, including:

- Acting as Company Secretary and maintaining statutory records.
- Organising four Council meetings per year.
- Preparing agendas, papers and supporting documentation.
- Drafting and circulating meeting minutes and action logs.
- Monitoring delivery of agreed Council actions.
- Supporting the Chair, Honorary Officers and Council members.
- Ensuring compliance with relevant governance and company law obligations.
- Supporting annual budgeting, business planning and reporting processes.
- Upholding the Group's Competition Law compliance programme, including ensuring that meetings, agendas, minutes and activities are conducted in accordance with Competition Law requirements and established compliance procedures.



Member Panels and Working Groups

The Chief Executive Officer has responsibility for manage the Group's programme of member engagement through specialist panels and working groups, including:

- Legal Group.
- Public Affairs Group.
- Brand Leaders Group.
- E-Commerce Group.
- Extended Producer Responsibility (EPR) Group (or successor policy groups).

Responsibilities include:

- Organising approximately four meetings per year for each panel.
- Identifying and securing suitable guest speakers and expert contributors.
- Preparing agendas, briefing papers and meeting materials.
- Facilitating meetings where appropriate.
- Producing notes, action points and follow-up communications.
- Progressing agreed actions arising from meetings.
- Maintaining regular contact with panel members between meetings.



Seminars and Webinars

The Chief Executive Officer will develop and deliver a programme of member learning and thought leadership activity.

Responsibilities include:

- Organising standalone webinars and seminars linked to the Brand Leaders and E-Commerce workstreams.
- Identifying relevant themes and topics.
- Securing high-quality speakers from industry, academia, government and professional services.
- Managing event logistics and administration.
- Promoting events to members and prospective members.
- Ensuring post-event communications, recordings and materials are circulated.



Event Management

The Chief Executive Officer will lead the organisation and delivery of the Group's key annual events, including:

- The Brands Lecture.
- The Oxford Symposium on Competition Policy.

Responsibilities include:

- Venue and supplier management.
- Speaker identification and engagement.
- Delegate communications.
- Budget management.
- Sponsorship support where applicable.
- Event logistics and on-the-day delivery.
- Post-event evaluation and reporting.



Stakeholder Engagement

The Chief Executive Officer will maintain productive relationships with key external stakeholders relevant to the Group's policy objectives. This includes, but is not limited to:

- The Groceries Code Adjudicator.
- The Intellectual Property Office.
- Relevant government departments.
- Competition and consumer regulators. CMA, FCA, ASA,
- Parliamentarians and policymakers.
- Partner trade associations and representative bodies.

Responsibilities include:

- Regular liaison by email, telephone and meetings.
- Representing the Group at stakeholder meetings and events.
- Coordinating stakeholder engagement plans.
- Identifying opportunities to advance the Group's objectives.



External Representation

The Chief Executive Officer will represent the Group within relevant UK and international organisations.

Alliance for Intellectual Property

- Attendance at approximately four meetings per year in London.
- Participation in policy discussions and campaigns.
- Reporting back to members and Council.

AIM – European Brands Association

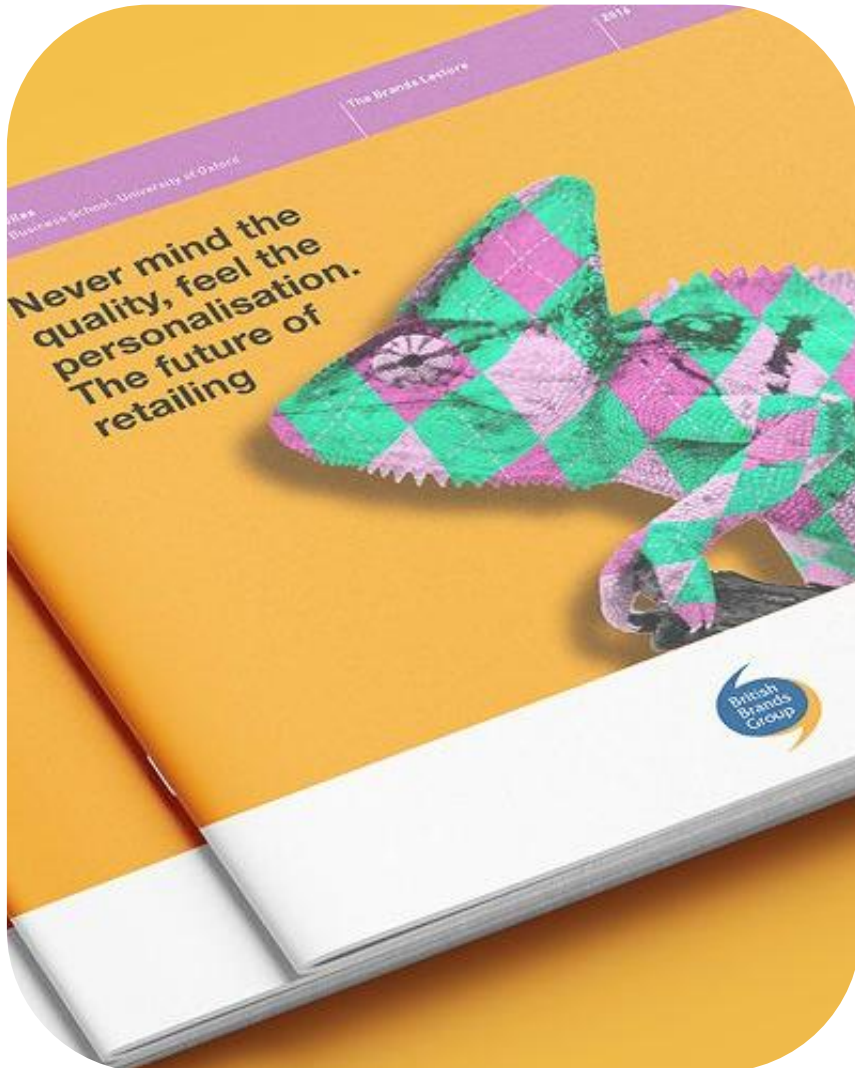
- Attendance at approximately four meetings per year across Europe.
- Participation in periodic virtual meetings and working group discussions.
- Participation in relevant policy and regulatory discussions.
- Building relationships with European counterparts.
- Providing updates and intelligence to members.



Policy Development and Advocacy

The Chief Executive Officer will support the development and delivery of the Group's public affairs and regulatory agenda. Responsibilities include:

- Monitoring relevant legislative, regulatory and policy developments.
- Drafting consultation responses.
- Producing position papers, briefing notes and stakeholder correspondence.
- Coordinating member input into policy positions.
- Supporting lobbying and advocacy activities.
- Representing the Group in discussions with government, regulators and policymakers.
- Acting as the primary point of contact for member concerns relating to retailer compliance with the Groceries Supply Code of Practice (GSCOP), coordinating evidence gathering, stakeholder engagement and escalation where appropriate.
- Maintaining productive relationships with key regulatory and policy stakeholders, including the Groceries Code Adjudicator, Competition and Markets Authority, Intellectual Property Office and relevant government departments.
- Supporting the Group's policy work on competition, consumer protection, intellectual property, sustainability regulation, grocery supply chain issues and other matters of relevance to brand manufacturers.

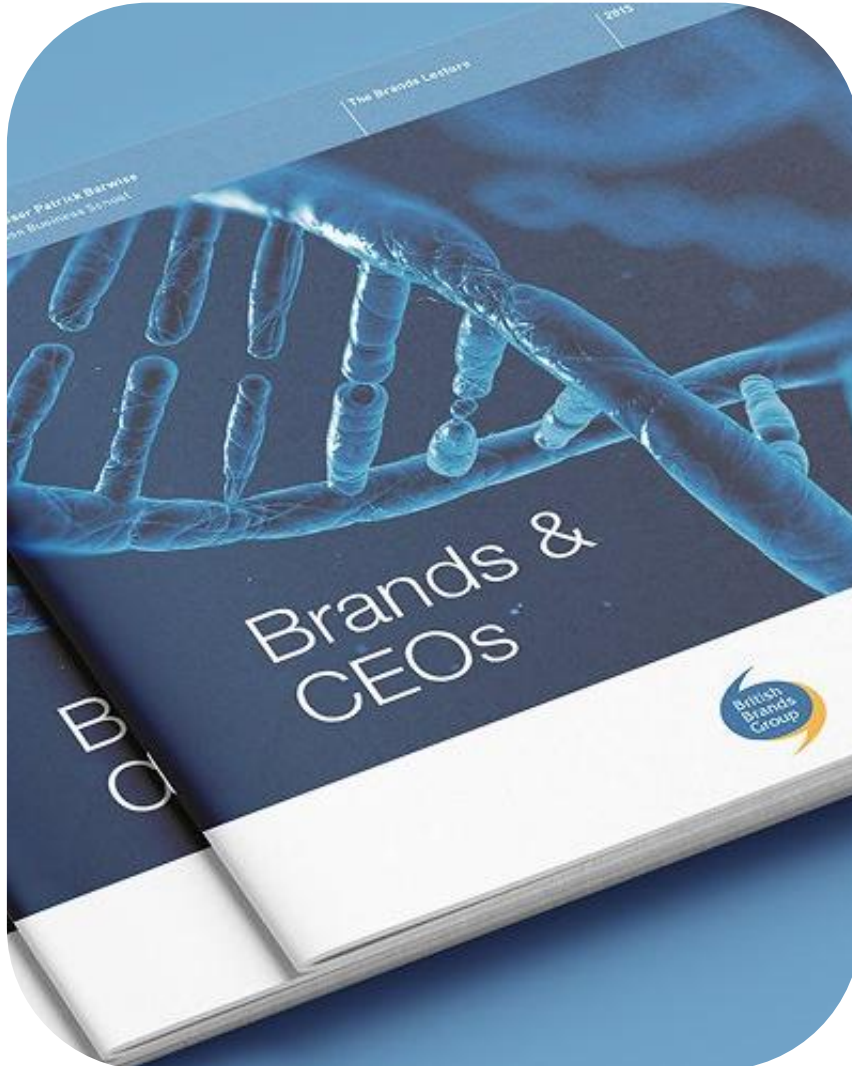


Training Programme Coordination

The Chief Executive will coordinate the Group's programme of professional training.

Responsibilities include:

- Supporting delivery of open and in-house training programmes.
- Coordinating with training provider Paul Whittaker.
- Managing participant communications and administration.
- Promoting training opportunities to members.
- Supporting programme development and evaluation.
- Participating in training sessions where appropriate to add value and strengthen member relationships.



Financial Management and Administration

The Chief Executive will oversee the Group's financial administration and operational management.

Responsibilities include:

- Working with external bookkeeping and accountancy providers.
- Monitoring income, expenditure and cash flow.
- Supporting budget preparation and financial reporting.
- Managing invoicing and membership subscription processes.
- Monitoring financial performance against budget.
- Ensuring appropriate financial controls and governance are maintained.



Management of Service Providers

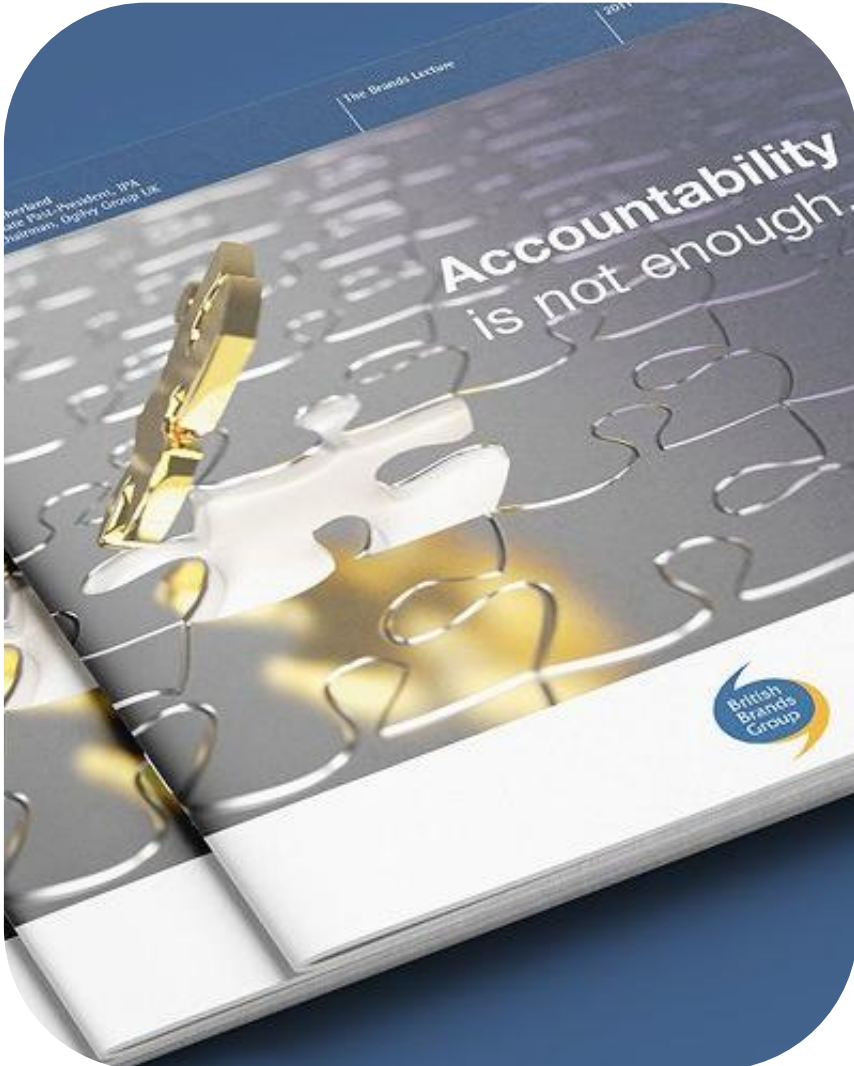
The Chief Executive will coordinate and manage the Group's outsourced support functions, including:

- Bookkeeping and accountancy support.
- Event administration support.
- Social media, website and email marketing support.
- Other specialist suppliers as required.

Responsibilities include:

- Setting priorities and work programmes.
- Monitoring performance and outputs.
- Managing contracts and relationships.
- Ensuring effective coordination across all providers.

Consideration may be given to consolidating some or all of these support services, subject to capability, value for money and Council approval.



Key Outcomes for the Role

Key outcomes for the Chief Executive Officer include:

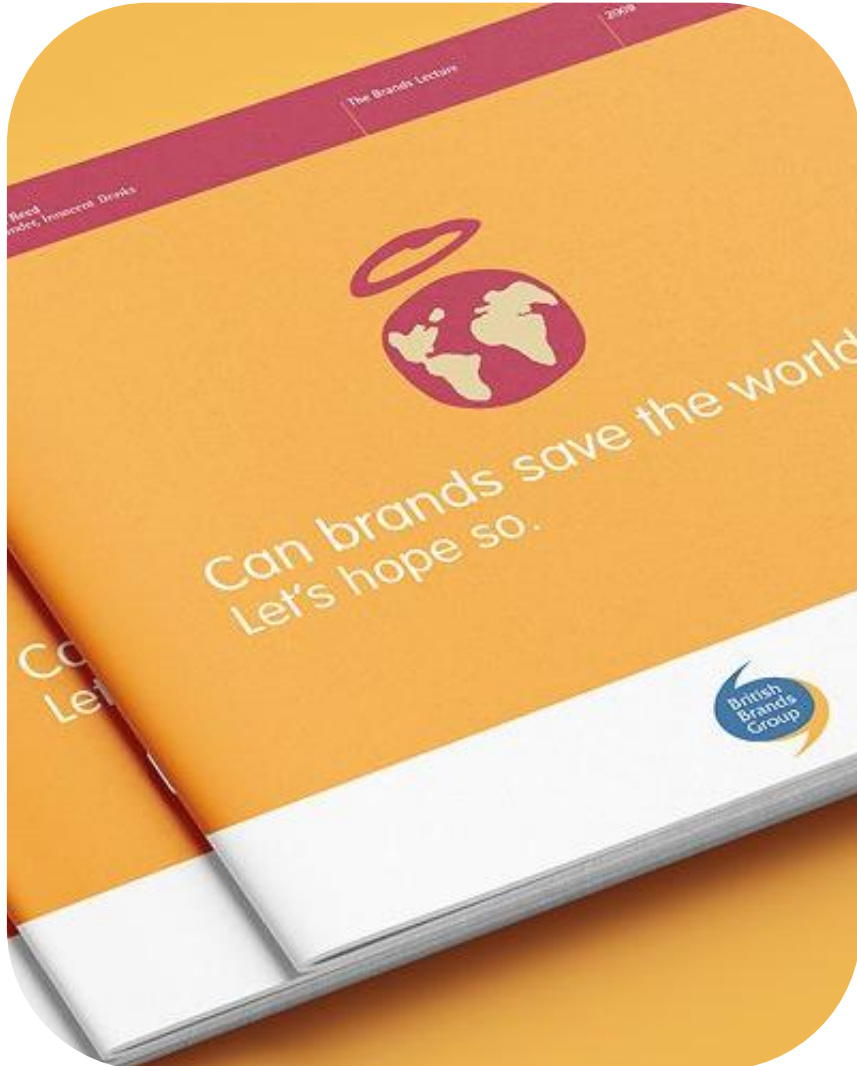
- Ensure the long-term growth of the group through retention of members and attraction of new members and associates.
- Ensure the Group operates efficiently and professionally.
- Deliver high-quality governance and company secretariat support.
- Maintain strong member engagement and participation. Ensure regular contact with every member and build close relationships with council members.
- Deliver a successful programme of meetings, events and training, with the later breaking even or financially contributing to the group.
- Advance the Group's policy and advocacy objectives.
- Maintain productive relationships with key stakeholders.
- Support the long-term sustainability and growth of the organisation.



Required Experience and Capabilities

The successful candidate should be able to demonstrate:

- Ability to operate independently and prioritise effectively within a lean organisational structure.
- Experience of trade associations, membership organisations, public affairs consultancies or comparable stakeholder-led organisations.
- Strong understanding of UK public policy, regulatory affairs and advocacy.
- Experience supporting boards, councils or governance structures.
- Excellent written communication, policy drafting and stakeholder engagement skills.
- Ability to facilitate senior-level meetings and stakeholder discussions.
- Experience managing events, member engagement programmes and external suppliers.
- Sound financial and budget management capability.
- Understanding of Competition Law compliance within trade association environments.
- Credibility in dealing with senior executives from leading consumer goods businesses, regulators, government officials and external stakeholders.



Next Steps

Ellwood Atfield is a specialist search firm appointing trade association leaders, communications, policy, and advocacy experts. All reasonable adjustments will be considered for applicants with disabilities or special requirements under the terms of the Disability Discrimination Act 1995 and 2005.

To apply for this role please submit your CV and supporting statement addressing the requirements of the role [via this link](#). The deadline for applications is 14 July 2026.



Barry Hartness is an Associate Director and leads our Membership Practice appointing communications and advocacy experts. Previously, he worked in the corporate and public affairs teams for three leading UK trade associations and served as a Political Adviser to a Secretary of State. 07849 214 697 barry@ellwoodatfield.com



Gavin Ellwood is Executive Chair and has over 25 years' headhunting experience. He specialises in the appointment of association leaders, communications and advocacy experts. He advises the boards of a diverse range of trade associations and is a Past Master of the Worshipful Company of Communicators. 07768 927 209 gavin@ellwoodatfield.com



ellwood atfield

The communications, advocacy, and policy headhunter

