

Appointment of Director of Marketing and Commercial

May 2026 Reference OADAVB



Hello, and thank you for your interest in this role.

The CLA exists to champion rural land and business across England and Wales working at the heart of policy, advocacy and industry to shape the future of the rural economy. We're a powerful ally and expert adviser to our members, helping their rural land, property and businesses thrive. That mission has never mattered more, which makes this opportunity all the more exciting.

We have an ambitious Corporate Plan for 2025–2030, built around four clear priorities to maximise our impact and ensure this is a brilliant place to work. Our new Director of Marketing & Commercial will be central to delivering them. That's why this is a pivotal appointment.

You'll join the Executive Team and report directly to me, with responsibility for all marketing, commercial partnerships, sponsorship and wider non-subscription income. With a mandate to reshape and grow our commercial and marketing capability, you'll work to increase the contribution of non-subscription income and ensure we maximise the full value of our member base, platforms and partnerships. You will lead the evolution of our marketing and commercial model - embedding a more data-led approach and driving a step-change in performance.

You'll work closely with the Director of Regions to improve member acquisition, engagement and retention through a joined-up strategy and a clear story about why people should join and stay with us.

Your work will be vital to our resilience: optimising key member service partnerships (including insurance, energy and finance), strengthening marketing support to drive take-up, and actively managing partnerships so they perform. There is also real scope to build new offers, refresh how we monetise our platforms (including sponsorship and advertising), and continue to grow events and learning opportunities as genuine profit centres that also deepen engagement.

We have thousands of existing and prospective members, and they tell us they want stronger networking and tangible opportunities. You'll be accountable for the commercial and marketing strategy that helps deliver that, sharpening propositions, building more passive acquisition where it makes sense, and ensuring we tell our story brilliantly and consistently.

How we do this matters. As one of our senior leaders, you will embody our values: Respect & Integrity, Teamwork & Connection, Leadership & Influence, Business Mindedness, and Professionalism & Innovation. We want someone who brings energy, pace and commercial instincts, and who builds trust, connects people, and leads with confidence and kindness.

If you're excited by a role with real autonomy, visibility and purpose, where you can shape strategy, build a high-performing function and deliver measurable impact, I'd love to hear from you. This is a rare opportunity to shape how a nationally significant organisation grows, engages and delivers value in a rapidly changing rural economy.

Best wishes,

Bella Murfin
Chief Executive Officer

[To hear more click here](#)



About us

The CLA is the champion for rural land and business. We are a well-established membership organisation with a strong purpose, a loyal core audience, and an important role in our sector. Operating across England and Wales, we support thousands of members who own and manage over half of rural land.

With a new Corporate Plan recently agreed, we have big ambitions to make more impact for a growing member base. This must be founded on strong member acquisition, excellent member and prospect engagement, and supported by increased non-subscription income.

The new Director of Marketing & Commercial will lead our work to strengthen commercial performance and become more market-facing, data-driven, and proactive in how we generate value for members and partners.



The role

Reporting directly to the CEO and sitting on the Executive Team, the Director of Marketing & Commercial will lead the organisation's commercial growth agenda.

You will have executive ownership of Marketing, Commercial Partnerships, Sponsorship, and all other non-subscription income. You will work closely with the Deputy Chief Executive & Director of Regions to ensure acquisition, engagement, and retention strategies are fully aligned.

This role sits within the senior leadership team, with a high profile internally and with partners and members. You will have a mandate to reshape functions, build capability, and deliver measurable impact.

Key responsibilities:

Executive leadership & strategy

- A key member of the Executive Team, contributing to organisational strategy, performance, and decision-making.
- Translate corporate strategy into clear commercial and marketing plans with defined outcomes.
- Advise the CEO and Board on commercial and marketing opportunities, risks, and performance.

Commercial growth & income diversification

- Lead the growth of non-subscription income across partnerships, sponsorships, products, services, and campaigns.
- Strengthen and expand existing commercial partnerships while developing new, scalable opportunities.
- Own the commercial pipeline and revenue performance for all non-membership income streams.

Member acquisition & commercial engagement

- Support member acquisition strategy and delivery, working closely with the Director of Regions to ensure a coherent end-to-end member journey.
- Increase engagement and commercial penetration across the membership base through improved propositions, targeting, and outreach.
- Ensure marketing and commercial activity supports and enhances retention objectives without duplicating ownership.

- Help ensure our national and regional programme of events successfully support member engagement, retention and recruitment.

Marketing leadership and sales support

- Oversee development of a powerful marketing strategy for the organisation.
- Build and lead a small but high-impact marketing function aligned to organisational and commercial goals.
- Ensure all marketing activity is insight-led, targeted, and demonstrably effective.
- Develop the business case for marketing investment and secure Board buy-in.

CRM, data & insight

- Maximise the value of an established CRM system, embedding its use across sales and marketing to drive segmentation, campaigns, reporting, and insight.
- Champion a data-driven culture with clear KPIs, dashboards, and accountability.

Collaboration & culture

- Work in close partnership with the Director of Regions, aligning acquisition, retention, engagement, and commercial strategies.
- Build strong relationships across the Executive Team and wider organisation to deliver change at pace.
- Lead teams through transformation with clarity, credibility, and momentum.
- Embed a culture of 'telling our story' effectively, right across the team, in line with marketing priorities.

About you

You will be an experienced executive leader with a strong commercial and/or marketing background, comfortable interacting at board and CEO level.

You are likely to bring:

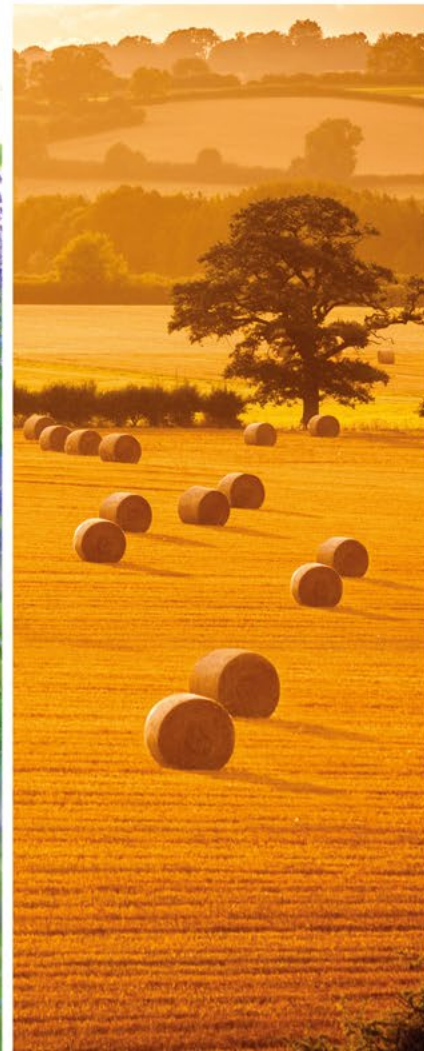
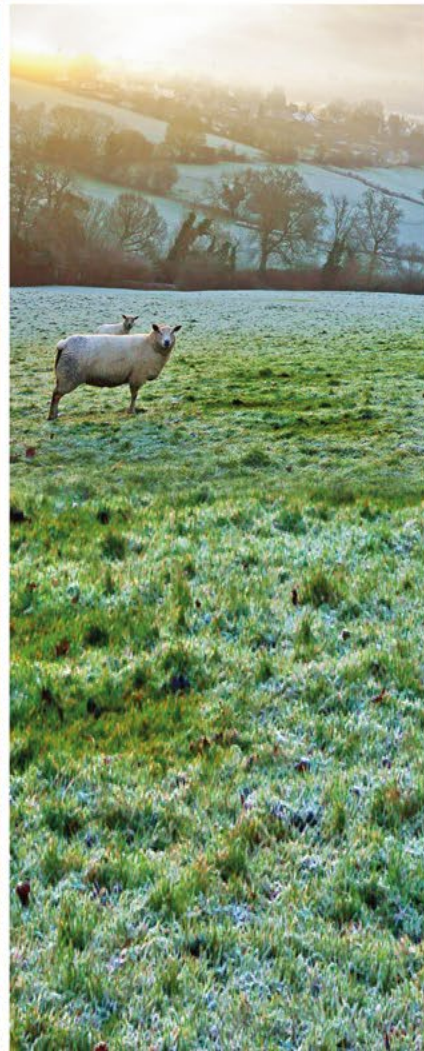
- Senior leadership experience in marketing, commercial, or revenue roles, ideally at executive level.
- A proven track record of growing diversified income streams and leading marketing and/or commercial transformation.
- Experience reshaping sales tactics and building high-performing marketing teams.
- Strong capability in CRM systems, data analysis, and insight-led decision-making.
- Experience developing and managing high-value commercial partnerships.
- A collaborative, confident leadership style, with the ability to work effectively alongside peers with distinct remits.
- The resilience, judgement, and ambition to lead change in a complex organisation.

An understanding of rural issues, and/or insurance markets, is desirable but not essential.





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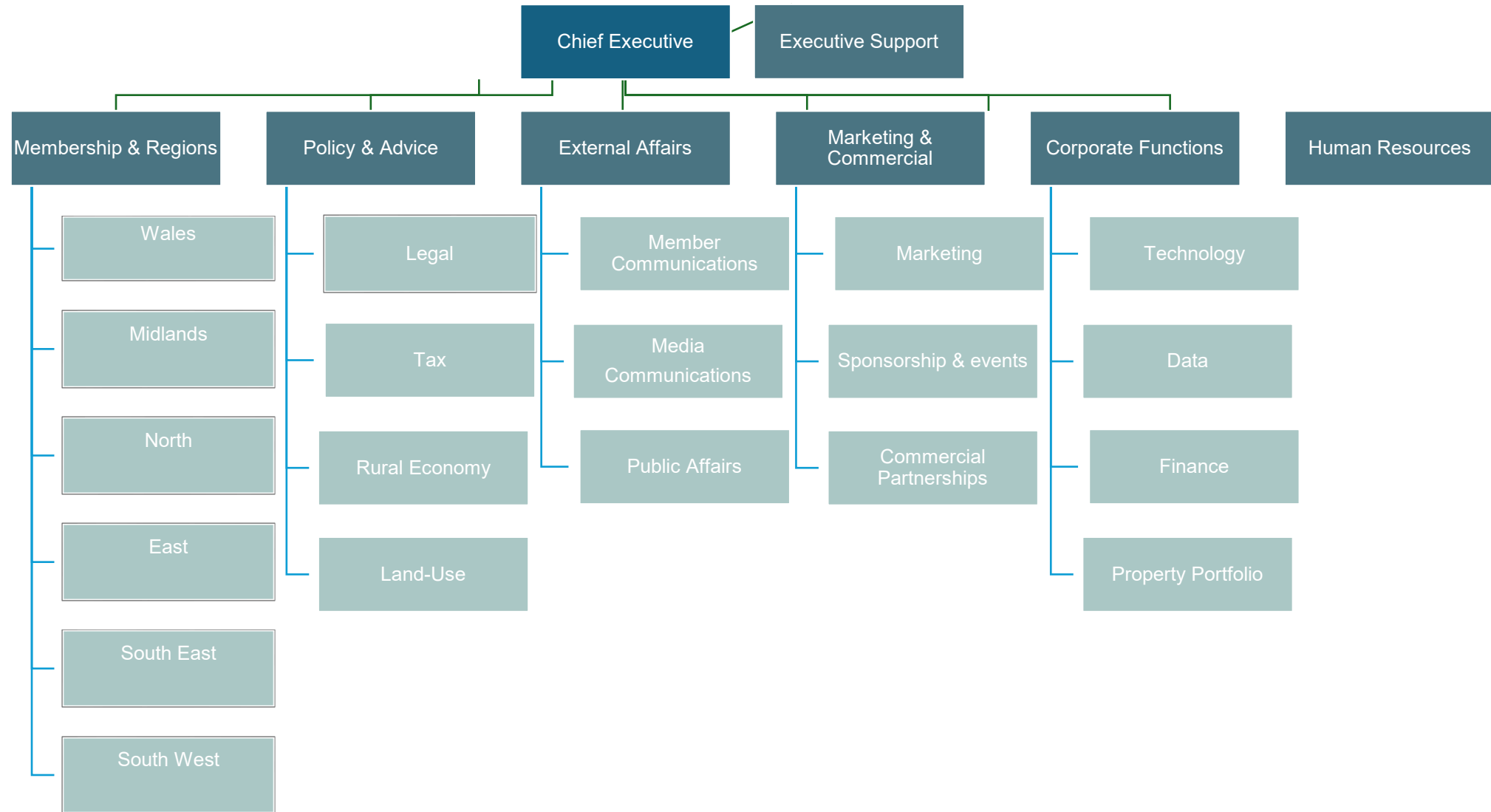
What success looks like in the first year

In your first 12 months, you will have:

- Built strong, trusted working relationships with the CEO, Executive Team, in particular the Director of Regions, with clear alignment between marketing strategy, acquisition, engagement, retention, and commercial activity.
- Developed and begun delivering a clear commercial and marketing strategy, aligned to organisational goals and underpinned by realistic, measurable targets.
- Stabilised performance across key commercial income streams and established momentum in growing non-subscription income.
- Reviewed, reshaped, and strengthened the marketing function, with clearer focus, improved capability, and more consistent performance.
- Significantly improved use of the CRM, with better segmentation, insight, campaign effectiveness, and reporting in place.
- Strengthened existing commercial partnerships and identified a pipeline of new, high-value opportunities.
- Delivered more effective, targeted outreach to members, increasing awareness and uptake of commercial offers.
- Established clear KPIs, dashboards, and governance to track commercial and marketing performance and inform executive and board-level decision-making.



CLA National Structure



A day in the life at CLA by Sophie Dwerryhouse, Director, Midlands

Working at the CLA over the past seven years has been a rewarding and enriching experience, both professionally and personally. From the outset, the Organisation offered a unique blend of policy influence, practical impact, and a strong sense of purpose, all rooted in supporting rural businesses and communities.

My journey began in the Legal team in London. The role combined detailed and bespoke legal advisory work with the opportunity to contribute to policy development, which meant no two days were ever quite the same. I worked on a wide range of issues affecting landowners and rural businesses, translating complex legislation into clear, practical guidance. At the same time, I was able to play a part in shaping policy positions, ensuring that the voices of members were represented in national discussions. That combination of technical expertise and real-life impact made the role particularly fulfilling.

One of the standout aspects of working at the CLA is the calibre of colleagues. The Organisation brings together people with deep expertise across law, tax, policy, rural economics, and land management, all of whom are generous with their knowledge and committed to a shared mission. Collaboration is actively encouraged, and there is a culture of mutual support, which made it an excellent place to learn and grow early in my career.

After several years in the Legal team, moving into the role of Midlands Regional Director marked an exciting new chapter. This position broadened my perspective significantly, shifting from a primarily advisory and policy-focused role to one that is more outward-facing and strategic. Representing the CLA across the Midlands, I have had the opportunity to build relationships with members, stakeholders, and policymakers, gaining a deeper understanding of the diverse challenges and opportunities within the rural economy.

The regional role has been particularly rewarding in terms of seeing the direct impact of the CLA's work. Engaging with many members and prospective members on the ground, understanding their businesses, and advocating on their behalf brings a tangible sense of purpose. It has also allowed me to develop further my leadership skills, manage regional priorities, and contribute to the Organisation's wider strategic direction.

Throughout my time at the CLA, one constant has been the Organisation's commitment to making a difference. Whether through influencing government policy, providing expert advice, or championing rural interests, there is a clear sense that the work matters. That sense of purpose, combined with the different roles I have been able to undertake, has made the past seven years both dynamic, satisfying and fun.

Overall, working at the CLA has offered a rare combination of professional challenge, meaningful impact, and supportive culture. It is an Organisation that values expertise, encourages development, and provides opportunities to engage with important issues at both a national and local level.





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Benefits

Salary: Competitive executive package

Executive Team role | Reporting to the CEO

Location: Hybrid - minimum 60% in one of our offices, including regular attendance at the London HQ. Some domestic travel required.

Contract: Permanent / Full-time / Part-time / Job-share

Other Benefits include: Pension – employer contribution of 10%, 25 days annual leave rising to 27 days annual leave after 2 years and 30 after 3 years. Plus, one day off a year for your birthday.

Why join us?

- An influential executive role, reporting to the CEO and accountable to the Board.
- Clear ownership of a critical growth and diversification agenda.
- A complementary executive partnership with the Director of Membership & Regions.
- The opportunity to make a visible, lasting impact on a respected membership organisation's future as it works to support a thriving rural community.



How to apply

Saxton Bampfylde Ltd is acting as an employment agency advisor to the Country Land and Business Association (CLA) on this appointment.

Candidates should apply for this role through our website at roles.saxbam.com using code **OADAVB**.

Click on the 'apply' button and follow the instructions to upload a CV and cover letter and complete the online equal opportunities monitoring* form.

The closing date for applications is noon on **Tuesday 26th May**.

Due diligence will be carried out as part of the application process, which may include searches carried out via internet search engines and any public social media accounts.

* The equal opportunities monitoring online form will not be shared with anyone involved in assessing your application. Please complete as part of the application process.

GDPR personal data notice

According to GDPR guidelines, we are only able to process your Sensitive Personal Data (racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, genetic data, biometric data, health, sex life, or sexual orientation) with your express consent. You will be asked to complete a consent form when you apply and please do not include any Sensitive Personal Data within your CV (although this can be included in your covering letter if you wish to do so), remembering also not to include contact details for referees without their prior agreement.



Saxton Bampfylde

