



## ROLE DESCRIPTION – CCPI SME WORKING GROUP

### INTRODUCTION

The Construction Product Information Ltd (CPI) has been created to promote an urgent and positive culture and behaviour change in the construction manufacturing industry.

CPI and the Code for Construction Product Information are a proactive response to Dame Judith Hackitt's Building a Safer Future Review in the wake of the Grenfell Tower tragedy. CPI has been set up as an independent, self-financing not-for-profit organisation with independent governance.

### THE CODE:

Construction product manufacturing organizations who sign up are expected to attain levels of at least conformance in each of the eleven clauses of the Code to use the unique licensed collective mark for their verified product sets – the evidence provided by organizations will be verified and assessed for conformance by independent CCPI Verifiers. Sign-up to the Code is recommended by the UK Government for any construction manufacturing organizations in all areas of the construction life cycle.

Manufacturing organizations who choose to sign up to the Code, 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' that it is clear, accurate, up-to-date, accessible and unambiguous. Product information must be able to be relied upon when making decisions about using those products at any stage of design, specification, installation, use, maintenance and disposal.

### THE SME WORKING GROUP:

CPI are aware that conformance requirements of the Code may appear daunting to small to medium sized (SME's) construction product manufacturers. We would therefore like to bring together a group of expert marketeers, ideally who are actively working within the construction product industry, as a voluntary 'working group'. The working group will identify and create templates and guidance that SME's can use to help them with the CCPI Verification Process.

Volunteer members of the SME Working Group will need to commit to attend meetings at least every month for a period of up to 6 months and to undertake any associated tasks and actions delegated to them in the meetings. The voluntary working group will be organised and managed by the CPI Project Manager, who will also send out meeting invites, and associated records/documents as required by the group. The volunteer working group members will ideally be made up of members who have the following skills, experience or competencies (not an exhaustive list):

#### COMPETANCIES

##### Experience:

- Currently working in a construction manufacturing business.
- Professional marketeer with appropriate qualification(s) and professional membership(s).

**General:**

- Demonstrate understanding and commitment to the Code for Construction Product Information for the benefit of the wider Construction Manufacturing Industry.
- Prepared to commit to meetings (anticipated to be at least monthly for up to six months) allowing for preparation time and follow up actions.
- Results focussed with sound commercial and marketing experience and acumen.
- Willing to rigorously challenge and scrutinise.
- Experience/expertise of marketing and communications, ideally in a manufacturing environment.
- 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.

**Building relationships:**

- Speak with confidence, authority and conviction and can 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 CPI Code in developing its offering to SME's and the ability and willingness to do so.
- Suitable gravitas to 'hold the ground' when challenged by senior leaders.

We would like to appoint up to 8 volunteers to the working group, plus the CPI Project Manager.

If you are interested in volunteering in the group, and can commit to the working group as described above, would like to be considered for this role, please contact the CPI Project Manager, Rachel Philpott at [enquiries@cpicode.org.uk](mailto:enquiries@cpicode.org.uk) with brief details of why you are interested and what skills and experience you bring by the 14<sup>th</sup> January 2022.

*NB. If selected, you will not be able to advertise your participation in the working group, but at a later date, CPI Ltd will recognise your contribution with thanks publicly.*

*CPI Ltd at all times will own the Intellectual Property Rights or similar equivalent rights without limitation in respect of any reports, texts or materials that the group produce or make available to SME's.*

*No individual or company claims can be made about the work done in the group.*