Chief Executive: Job Description and Person Specification

OneKind is a UK-based animal charity behind the most radical reinvention of the animal movement in the last century. We are helping create a paradigm shift in both the perception and delivery of animal welfare and protection. Our intention is to create a movement of people living an animal-friendly lifestyle as the mainstream; in the same way that green living, recycling and Fairtrade are now more mainstream lifestyle choices for millions of people than would ever have been imagined a few years ago. Some more information about how OneKind aims to bring about change is attached.

OneKind is now recruiting a Chief Executive to lead this small charity through an important stage in its development. As a relatively new charity, but with a 100 year history of activity, we need to deliver our core programmes and increase our profile while consolidating and developing our fundraising.

The advertised role requires the successful candidate to lead and manage a small organisation which has big ambitions. As Chief Executive you will be responsible for delivering the organisation's business plan and ensuring that OneKind has the funding and profile to be successful in the present environment.

To do that, your first priority will be overseeing the new fundraising strategy and supporting OneKind's fundraising efforts. We expect you to work closely with the governing Board of Trustees to ensure the effective financial, legal and moral governance of OneKind. You will need to be able to oversee programme delivery and bring the best out of the small committed team; delivering the strategic aims of OneKind in a creative and inspiring way that will engage others.

Application Information: Please submit a full CV with a covering letter explaining the fit between your skills and experience and this post.

Closing date for applications: Noon on Wednesday 6th June

Interviews: Interviews will be held in Edinburgh on Monday 25th June.

Hours of work: Full time – 37.5 hours per week with additional evening and weekend working as required.

Salary: From £38,000 and subject to experience.

Location: Edinburgh with travel as required.

Reporting Structure: The Chief Executive reports to the Chair of the Board of Trustees.
Main Duties

Key Objectives of the job
• Provide strategic vision and leadership to the operation and development of OneKind within the direction set by the Board of Trustees;
• Ensure that the charitable purposes of OneKind are followed and that it delivers the charitable benefit set out in the OneKind vision;
• To take overall responsibility for OneKind’s management and administration within the governance and accountability frameworks established by the Board of Trustees;
• Work with the Chair to enable the Trustees to fulfil their duties and legal and other responsibilities for the proper governance of OneKind;
• Ensure that the Board receives advice, recommendations and information in an effective, thorough and timely manner.

Staff Management and Leadership
• Manage the team at OneKind and ensure it is a well-run organisation where colleagues feel valued and able to work effectively;
• Inspire and support the team to meet targets and to understand how their contribution is vital to achieving wider strategic aims;
• Ensure there are clear lines of accountability and responsibility across the team which foster and maintain effective working relationships for the organisation.

Finance and Legal
• Responsible to the OneKind Board of Trustees for the overall financial health of the organisation;
• Producing a budget acceptable to the Board and ensuring the sound financial management of OneKind within that budget;
• Building and maintaining the financial reserves of OneKind to an appropriate level set by the Board;
• Ensure full and accurate reporting including the preparation of an annual report and financial statements, making returns to OSCR and Companies House;
• Taking appropriate steps to manage risks that could impact significantly OneKind;
• Ensuring that the organisation has the right management systems and structures in place to carry out its work effectively, accountably and safely, and that professional standards are met.

Fundraising
• Lead the OneKind fundraising strategy and coordinate the work of the fundraisers to build a sustainable programme of individual, corporate, legacy and trust donations; to ensure a long-term sustainable income.
• Hold strategic responsibility for the delivery of the annual income of over £350k per year to agreed expenditure budgets;
• Seek out and developing new income streams and products ensuring future income streams and resources;
• Build strong relationships with a range of potential funders and oversee shaping and writing of major bids;
• Identify and cultivate fundraising opportunities with high value donors;
• Responsible for leading, managing and motivating the fundraiser to ensure a high quality donor care experience;
• Ensure the fundraising KPIs/reports are completed and submitted on time to the Trustees.
Communication and representation

- Deliver the OneKind message and encourage collaboration with communities and OneKind supporters, supporting them to make a real change to the way they live and to the lives of animals;
- Manage the campaigns and communications team to develop and implement an integrated campaigns and media strategy, using traditional and digital media channels which will raise OneKind’s presence and profile in an engaging way;
- Act as an ambassador for OneKind, networking widely to build new and existing strategic relationships (corporate, statutory and third sector) such as partner charities, supermarkets, cosmetic companies and academics;
- Use appropriate communication to deliver the right message across about our programmes. Translating complex information, such as academic theory and research, into engaging communications and actions;
- Manage the development and maintenance of effective channels of marketing/communication with all stakeholders.

Person Specification

Essential

- Commitment to the aims and ethos of OneKind and a desire to bring about positive change in the relationship between people and animals;
- Good leadership skills and the ability to enthuse, motivate and develop a small team to deliver results;
- Proven track record of securing funding in a tough financial climate, particularly through trust and foundation applications;
- Excellent experience in financial management and budget development skills;
- Experience in leading change management;
- Ability to think strategically and to communicate the strategic vision;
- Excellent all round communication skills and relationship management abilities;
- Personal drive, energy, integrity, adaptability and responsibility.

Desirable

- Understanding of key animal welfare issues, policy and legislation;
- Marketing and PR experience;
- Understanding of the voluntary and community sector in the UK and the issues it faces.

Further information

- Phone the OneKind office on 0131 225 6039
- Email pauline.robertson@onekind.org
- For more information on our programmes please visit www.onekind.org
OneKind’s Five Core Programmes of Activity

Research by OneKind showed that 87 per cent of the UK public believe we are still a nation of animal lovers, while over half (58%) of the same respondents thought that maltreatment of animals was rising. Clearly, while the majority of people say they love and respect animals; it seems that many of us don't apply that to everyday living and we have lost an instinctive, natural connection with animals. For this reason, traditional campaigning is no longer enough. If we really want to reconnect human kind and animal kind, we need people to recognise that animals think and feel just like we do - including love, joy, pain and fear. When people start to accept this and apply the principles into the way they live, then we should see an end to maltreatment of animals; creating a more compassionate world for our children and ourselves.

In order to create a movement to encourage more people to live an animal-friendly lifestyle, we have developed five distinct programmes of activity, which take in Lifelong Learning; Advancing Knowledge; Policy & Legislation; Movement Building and Lifestyles & Behaviours.

Lifelong Learning: Developing and delivering educational materials and programmes which are easily accessible by people of all ages; engaging with young people who have a natural affinity with animals and encouraging them to maintain this as they get older.

Advancing Knowledge: Working with leading individuals in academia and science to advance knowledge and understanding of animal behaviour and sentience; the ability of animals to think and feel like us.

Policy & Legislation: Campaigning for positive legislation in the UK and beyond; ensuring good practice and compliance with existing laws and using a mixture of field work and research to expose mistreatment of animals.

Lifestyle and Behaviours: Influencing for example through work with celebrities to raise awareness of our core message - HumanKind and AnimalKind are really all OneKind. Our website is resource that people can regularly use to access information, news, comment and to interact with other people who love animals as much as them. The website offers simple, practical hints and tips on animal-friendly living, encouraging people to reconsider how they shop, travel, eat and consume.

Community Support Development: Building, through community support development, networks of supporters, volunteers and champions using a mixture of online social media and offline fundraising and awareness-raising. By sharing this collective wisdom about activities and ideas we can create a positive groundswell of support for animal-friendly living.

HumanKind and AnimalKind – We’re not that different.