

WAY Widowed & Young

Chief Executive Recruitment Pack



Support. Understanding. Friendship

WAY is a UK registered charity that offers a peer-to-peer support network for anyone who's lost a partner before their 51st birthday – married or not, with or without children, whatever their sexual orientation.

Dear Applicant,

Thank you for your interest in this exciting opportunity to lead WAY Widowed and Young.

WAY is the only national charity in the UK for men and women aged 50 or under when their partner died. Founded in 1997, WAY now has more than 3,800 members throughout the UK.

We are recruiting a new CEO to lead our small but dynamic charity through its next important stage of development. As we approach our 25th year, our organisation is now at a particularly exciting time in its journey and we are searching for our next Chief Executive who will provide clear leadership and deliver our new five-year strategic plan.

To do that, you will review, update and deliver the fundraising, marketing and communications strategies, aligned with the wider charity strategy. You will effectively manage a small team of dedicated staff, guide a large network of volunteers and will work closely with the Board of Trustees to ensure the effective financial, legal and moral governance of WAY.

We're looking for a vibrant, creative, and inclusive leader who will enthuse, encourage and inspire our staff and volunteers, offer understanding and empathy to our members, improve awareness of the organisation and continue to successfully lead the charity's growth.

You will need to be a hands-on leader with an understanding that the role is diverse in nature and you must be flexible to best meet the needs of the organisation and our members.

If you have the passion, drive, skills and experience required to be the person to shape the future of WAY and the ability to develop our services, secure income streams, raise our national profile and be the face of the charity, please do read on.

Kind Regards

Bill James
Chair
WAY Widowed and Young

Role Profile: Chief Executive Officer

What we're looking for

Job Title	Chief Executive Officer (CEO)
Responsible to	Board of Trustees
Hours	This is a full-time position, working 37.5 hours per week over 5 days. There will be regular evening and weekend meetings and events to attend.
Responsible for	One Membership Services Manager, one Volunteer Manager and one administrator. You will also direct the work of the contracted, marketing and communications consultant, and be the principal liaison with the website development contractors.
Location	Currently Derby, Derbyshire (min 2-3 days per week) but this is under review <i>Note that during the pandemic the team of 3 has been working remotely with only limited visits to the office. The need for a central office and/or its location will be subject to review post-pandemic.</i>

The post holder will demonstrate dynamic leadership, creativity and excellent communication skills, be administratively competent, socially engaging, responsible and accountable for the future development and operation of WAY Widowed and Young. Working with the Trustees the appointed person will be responsible for the organisational strategy and business plan which will be both aspirational and achievable. They must have empathy for and understanding of the emotional and practical issues that face young widows and widowers.

Key Objectives

1. To enhance WAYs impact, reputation and profile nationally.
2. To lead on the delivery of the new 5-year strategy.
3. To diversify income streams ensuring sustainability of the charity.
4. To encourage new members to join.
5. To support existing members.
6. To ensure smooth administration procedures, in line with the financial, legal and moral governance of WAY.
7. To oversee the development and organisation of national events.
8. To campaign on issues of importance to the membership.
9. To act as the face of the charity, be confident in public speaking and participate in media opportunities. This may include TV, Radio and other forms of press.
To work with other, aligned charities and organisations to bring about objectives 1, 4, 5, 7, 8 and 9.

Key Accountabilities

- Uphold WAYs Vision and Values.
- Oversee the administration of Board of Trustees meetings, including a written Chief Executive's report, and follow up actions as a result of the meetings.
- Maintain Charity Commissions regulations and ongoing good governance across the organisation through policy and procedural development.
- Ensure the organisation is financially sustainable and complies with charity law.
- Ensure activity and expenditure is in keeping with budget and any new initiatives are planned with financial projections.
- Develop and direct the organisational and operational strategies as agreed by the Trustees.
- Oversee and be responsible for income generation, ensuring compliance with UK fundraising laws and regulations.
- Oversee, direct and be responsible for the Public Relations of the organisation.
- Act as an advocate for the Charity and develop positive and beneficial relationships with media, charities and organisations, fundraising bodies, corporate partners and any relevant external stakeholders.
- Ensure the budgeting, marketing, logistics and programming of events are undertaken.
- Ensure the organisation's compliance with Employment legislation including Equal Opportunities Policy and Health & Safety at Work Act.

- Ensure adequate systems are in place to maintain compliance with Data Protection regulations, with particular regard to GDPR.

You will

- Provide direction and leadership for WAY, working closely with the Board of Trustees.
- Develop the organisation's income generation and membership programme.
- Have HR responsibilities for the recruitment and management of a small team, including remote management of those who are not office based. Ensuring appropriate guidance, supervision and appraisal procedures are carried out along with setting and monitoring clear performance indicators.
- Ensure that the normal operation of the charity is carried out, working with the Membership Manager to make sure that membership administration runs smoothly
- Provide support and leadership to WAY's volunteers working with the Volunteer Manager and volunteer Area Contacts across the UK.
- Help to raise the profile of WAY through campaigning, speaking about WAY at events and conferences, networking with other bereavement charities, marketing campaigns and working with the press officer to reach out to potential members via media and social media.
- Maximise membership numbers in line with the relevant development and communication strategies.
- Lead the organisation in ways that support staff and members, respects their rights and shows appreciation for the contribution of all staff and volunteers.
- Undertake any other duties and activities as reasonably required by WAY trustee board.
- Develop and maintain productive working relationships with members and networks, both local and nationally to ensure that an effective working partnership is created.
- Be flexible in you approach to working and understand that there is often the need to work outside normal office hours.

Other areas of responsibility

- Build and maintain effective relationships with current and potential funders and partners.
- Use your creativity and expertise to think of new ways of delivering the WAY message to members.
- Investigate and respond to complaints as set out in the complaint procedure.
- Co-ordinate the production of posters, brochures, newsletters and leaflets with external contractors and staff.
- Help to manage channels like websites, apps and social media including Facebook, Instagram, Twitter and LinkedIn.
- Ensure that the charity responds to daily enquires made through various channels such as email and direct messaging.
- Bring entrepreneurial skills, along with creativity, initiative and sound judgement.
- Ensure that the organisation has the necessary resources, both financial and human, to operate as effectively as possible.
- Oversee office management and operation management of the organisation.
- Provide efficient and effective support to the Board of Trustees in all aspects of their governance role and ensure that all legal and governance requirements as a registered charity and company are met within required timeframes. This includes all the duties as required by law.
- You will be expected to undertake UK wide travel when necessary, in particular with regard to the organisation's Annual General Meeting and to attend parliament as WAY is a member of the All-Party Parliamentary Group for bereavement support.
- You will be expected to undertake training and development deemed necessary for the pursuance of the post and take an active role in identifying training and development opportunities for other employees.
- Due to WAY Widowed and Young's size, there is a need for all team members to undertake a variety of work and help others from time to time. The post holder will be required to undertake additional duties to ensure the effective and efficient operation of WAY Widowed and Young which are not specifically referred to above.

Job description's may be reviewed from time to time to take into account the changing circumstances and developments of the Charity, following discussion with the post holder.

Person Specification

Note to Applicant: When completing your application, you should demonstrate the extent to which you have the necessary education, experience, knowledge and skills identified for the post

Key:	Assessed by Application Form:	A
	Assessed at Interview:	I
	Assessed by Test / Presentation	T
	Assessed by Documentary Evidence	D

	<u>Essential/ Desirable</u>	<u>Shortlisted Criteria</u>	<u>A</u>	<u>I</u>	<u>T</u>	<u>D</u>
Education/ Qualifications						
Educated to Degree level or equivalent Management Qualification Personal Experience of you, or a family member being widowed.	Essential Desirable Desirable					
Experience/ Training						
At least 2 years' experience of working in the voluntary sector in senior role.	Essential					
Experience and knowledge of charity fundraising	Essential					
At least 2 years' experience of managing & supervising people	Essential					
Experience of working with volunteers	Essential					
Senior experience of developing & managing services/ organisation	Essential					
Budgetary and financial management experience	Essential					
Excellent IT skills with knowledge and ability of relevant software, and use of electronic database systems	Essential					
Experience of working within the bereavement sector	Desirable					
Personal Qualities						
Influence: Highly accomplished and persuasive with a proven track record of influencing key opinion leaders, decision makers and funders, and of securing funding	Essential					
Communicate: Outstanding representational and communication skills with the know-how to represent WAY – both orally and in writing - and the ability to build a strong brand. Absolute discretion and ability to maintain confidentiality.	Essential					
Lead: Demonstrable leadership ability; able to enthuse and motivate a small team of staff and volunteers to deliver results	Essential					
Driven: Resilient, self-motivated and tenacious, not afraid to take the initiative and with a healthy appetite for risk and the ability to work successfully under pressure.	Essential					
Plan: Determine strategies to move WAY forward, set goals, priorities and monitor progress.	Essential					
Decisions: solve problems and generate solutions; make clear, timely decisions.	Essential					
Finance: budgetary and financial management experience	Essential					
Knowledge: of the voluntary sector along with an awareness and understanding of the impact of being widowed	Essential					

What we are offering

Salary	In the range of £45k to £50k per annum, depending on experience. Salary is reviewed annually by the Board of Trustees.
Contract	Permanent contract with 9 months probationary period.
Annual Leave	25 days plus bank holidays, rising to 27 days with 2 years' service.
Pension	Contributory pension scheme.
Employee Assistance programme	Access to an enhanced employee assistance programme
Base	Currently Derby, Derbyshire (min 2-3 day per week) but this is under review. The office provides free onsite carparking on a first come first serve basis <i>Note that during the pandemic the team of 3 has been working remotely with only limited visits to the office. The need for a central office and/or its location will be subject to review post-pandemic.</i>

Who we are

WAY Widowed and Young is the only national charity in the UK for men and women aged 50 or under when their partner died. Founded in 1997, WAY now has more than 3,000 members across England, Wales, Scotland and Northern Ireland.

The charity provides peer-to-peer support to young widowed people – married or not, with or without children, whatever their sexual orientation – as they adjust to life after the death of their partner.

Typically, WAY members and volunteers organise lively social groups that meet up throughout the year – for drinks, meals out, walks and picnics. Our members organise weekends away for adults and families, go camping, have parties and offer an alternative social life for people who have lost their partner at a young age. Throughout the pandemic members have delivered of 400 online events.

WAY has a secure members' only website that offers a safe place for members to meet and chat online 24 hours a day and members also have access to a 24-hour telephone helpline that offers free counselling and advice.

How WAY was founded

WAY was founded 23 years ago by journalist Caroline Sarll, after her sister Mandy was widowed at the age of 35. It was a double blow for both Caroline and her sister, because it was the 25th anniversary of their own father's death.

Who we are – facts and figures



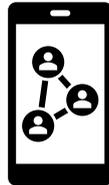
3800+

Members throughout
the UK



4

Employed staff



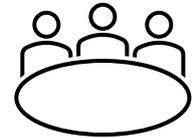
20,000

Social media followers
across 4 combined platforms



New

5 year
strategic Plan



Fully recruited board of

9

engaging trustees



2020 income approx.

£300k

WAY does not hold statutory
contracts and generates 100%
of its income



130+

Volunteers throughout the UK



National Media Presence

90+

Features last year

Find out more at our website www.widowedandyoung.org.uk

Additional Information

- **Equal Opportunities.** At WAY Widowed and Young, we are looking for the best people to join us and help us provide support to those widowed Young throughout the UK. We want our team to reflect the diversity of the communities we serve, offering equal opportunities to everyone, regardless of race, colour, religion, sex, sexual orientation, gender identity, age, or disability.
- **Disclosure and Barring Service (DBS)** This post, due to its nature, duties and responsibilities, will be subject to a check by the DBS. The level of check which will apply shall be an “Enhanced” level check. Information about this disclosure can be found at www.gov.uk.
- **Auto disqualification,** as a senior position the successful applicant will be required to complete an automatic disqualification declaration. You can read more on the Charity Commissions website [here](#). Appointment will not be made prior to this being undertaken.
- **Pre-Recruitment Checks:** To prevent abuse and implement good practice WAY Widowed and Young ensures that recruitment practices are robust and rigorous and that all staff employed have up to date and acceptable references, employment history, proof of identity, and an enhanced DBS check.
- **How long is my information retained for?**
 - If you are successful, the information you provide during the application process will be retained by us as part of your employee file for the duration of your employment plus 6 years following the end of your employment. This includes your criminal records declaration, fitness to work, records of any security checks and references.
 - If you are unsuccessful at any stage of the process, the information you have provided until that point will be retained for 6 months from the closure of the campaign. Information generated throughout the assessment process, for example interview notes, is retained by us for 6 months following the closure of the campaign.

Next steps...

Please provide a covering letter along with your CV and ensure that this demonstrates how you meet the role profile and person specification detailed within this pack. Please make sure your CV isn't more than 3 pages.

We'd also like you to record a short video of yourself, no more than 2 minutes in total, telling us what you would bring to WAY, this will help us to hear more about you in your own voice.

Once you're ready, then send an email to recruitment@widowedandyoung.org.uk attaching your CV and covering letter and send us your video using WeTransfer.

Dates to note

- | | |
|---------------------------------|---|
| • Friday 23 rd April | Deadline for submission of CV/Application video |
| • TBC | First stage interviews (via Zoom online) |
| • TBC | Final interviews (Location TBC) |

Any questions?

Contact recruitment@widowedandyoung.org.uk if you have any queries.

Again, thank you for your interest in WAY Widowed and Young.

To save on charity administrative costs, we shall not be notifying unsuccessful candidates, for those who have not heard by 31st May 2021, we thank you for your interest and regret that your application has been unsuccessful. Unfortunately, we are unable to provide individual feedback to applicants.