



BATTERSEA

HERE FOR EVERY DOG AND CAT

CHIEF EXECUTIVE

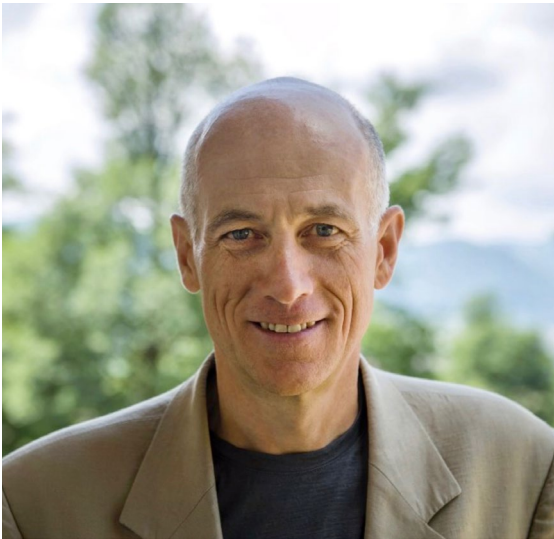
JANUARY 2021



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WELCOME FROM THE CHAIR



For 160 years Battersea has been here for dogs and cats, and in 2021 the need for our services, expertise and impact for animals has never been greater. We are a globally renowned and highly impactful charity, and we would not be where we are without the passion, determination and expertise of our people who strive to create a world where dogs and cats are treated with care, compassion and respect.

After eleven very successful years, our outgoing Chief Executive (Claire Horton CBE) leaves a thriving organisation in great shape and ready to begin the next exciting chapter in our ambitious journey. Will you be our next visionary and ambitious leader who can steer us forward, identifying and seizing new opportunities to extend our reach and impact even further and prepared to challenge established internal and sector-wide practices and adapt and flex in a rapidly changing external environment?

Beyond your passion for animal welfare, we're looking for an inspirational and motivational values led leader both for Battersea and in the wider role of influence and engagement with the sector, with Government, and with our significant range of partners.

You'll be joining an organisation that takes pride in being welcoming, open, and inclusive for our dogs, cats, and people. A dynamic, thriving, and ambitious charity that is a real force for change. We are recognised widely for our positive and proactive approach to partnership working and sector-wide leadership and collaboration, which ultimately help Government, industry, veterinary, welfare and campaign groups, and the public at large build a better world for animals.

Our Academy and grant making are a growing and increasingly important way in which we are making a real impact for dogs and cats both in the UK and across the world, while our award-winning marketing and fundraising teams are sector leading when it comes to innovation and creativity, engaging a new generation of supporters.

Battersea has a vital role to play in delivering better outcomes for even more dogs and cats in the future. This is a great opportunity to shape our future. If you're excited by this opportunity, then we would love to hear from you.

A handwritten signature in black ink, appearing to read 'Paul Baldwin', with a stylized flourish extending to the right.

Paul Baldwin **Chair of Trustees**

ABOUT US

Battersea is one of the oldest and best known charities in the world.

Our Founder, Mary Tealby, was a pioneer of animal welfare and rescue when she set up Battersea in 1860. Her mission was to never turn away an animal in need of our help, a promise Battersea keeps to this day. Every year we help around 5,000 dogs and cats across our three centres in London, Old Windsor and Brands Hatch, and tens of thousands more beyond our gates.

- We are proud of Battersea's rich heritage. Discover more about our impact over the last 160 years [in this video](#).
- Find out more about the work of our animal care teams working in our centres, in our [24 Hours in Battersea films](#).

More than ever, our focus is on using our profile and voice to make an impact for all dogs and cats that need help including those we will never see at our Battersea centres.

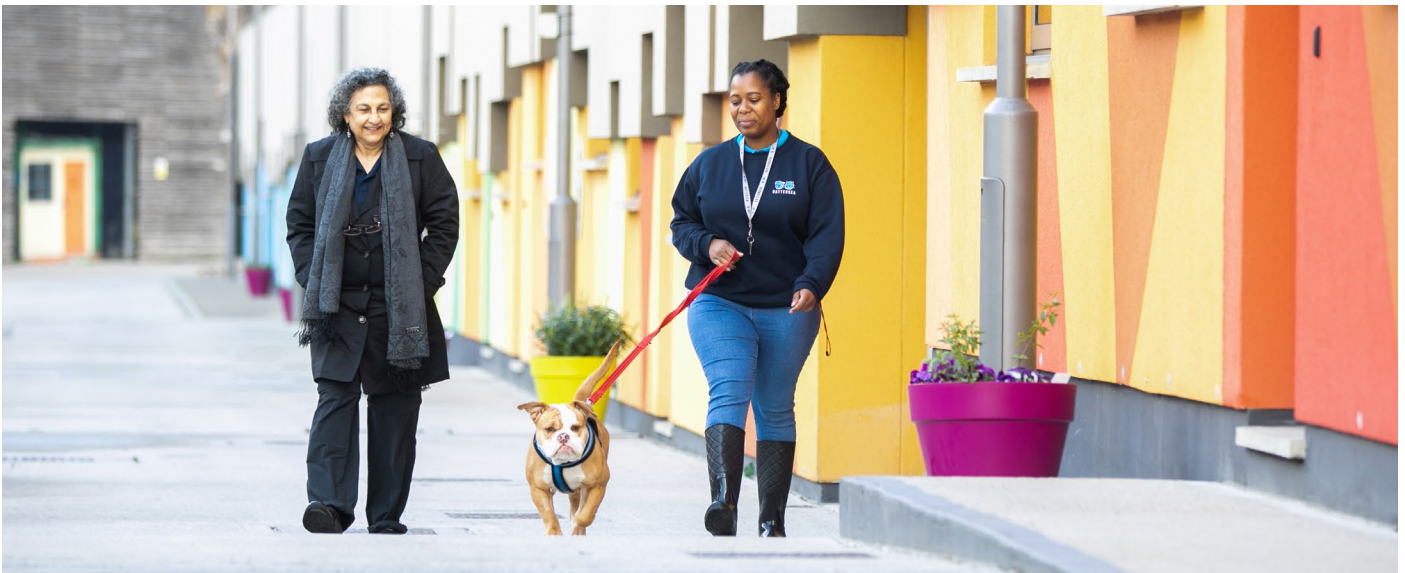
Our expertise means that the Government, the sector and key partnerships seek us out for our trusted advice and to influence and create change. Our Public Affairs team actively engages with and influences politicians, key

decision makers and wider society to create real change for animals through legislative changes such as animal cruelty sentencing as well as well as through our impactful campaigning voice. In recent years Battersea has grown in its wider impact with highly skilled teams in Communications, Marketing and Fundraising working together to engage supporters and change the way the world thinks about rescue animals.

- Rescue Is Our Favourite Breed is our long-term campaign to get people thinking differently about rescue animals. [Watch our ad](#).
- [This film](#) gives a snapshot of Battersea's achievements in 2019.
- Here is our [2019 Annual Report](#).

Battersea's influence now stretches globally as we strive to build a better world for dogs and cats, sharing our expertise with rescue and rehoming organisations across the world through our Academy and grant making in this growing and increasingly important area of our work.

Find out more about our global Academy and the difference it is making in [this film](#).



VISION MISSION VALUES

Our Vision, Mission and Values are not just words, they are the embodiment of everything we do, everything we are and everything we hold dear.



OUR VISION

Battersea is here for every dog and cat, and we believe they should have the chance to live where they are treated with compassion, care and respect.

OUR MISSION

We aim never to turn away a dog or cat in need of our help, ensuring they receive the best care possible no matter how long it takes to find them a place to live. We are experts in championing and supporting vulnerable dogs and cats, creating lasting change for animals and those who care for them, wherever they are.

OUR VALUES

CARE



External

We are passionate about the welfare of dogs and cats, and all of our work is inspired by the needs of, and our love for, animals.

Internal

We are passionate about each of us being the best that we can be, about the quality of our work, and about achieving high standards.

EXCELLENCE



External

We have been working tirelessly to provide shelter for animals for over 150 years. We are one of the oldest animal charities in the world and the knowledge and experience we have gained has made us credible leaders in our field.

Internal

We work to achieve excellent results and outcomes through continuous learning and development and by leading, inspiring, motivating, managing and developing teams, individuals and ourselves to achieve the highest levels of performance.

DETERMINATION



External

We deal with some of the most challenging situations that impact the lives of dogs and cats. We seek to tackle problems at source by working actively with communities and wider society, challenging misconceptions and encouraging owners to take responsibility for their pets and treat animals humanely. We will not shy away from difficult issues.

Internal

We embrace change and are proactive, creative and innovative in suggesting and implementing new and improved ways of working.

RESPECT



External

We treat all animals and people with respect and dignity.

Internal

We respect and value the contribution of all individuals and teams, working constructively and collaboratively together to achieve positive outcomes.

INTEGRITY



External

We are trustworthy. We are indebted to our supporters and greatly value all the donations given to us, ensuring they are carefully spent on providing the best possible future for animals.

Internal

We are responsible, accountable, efficient and effective in all that we do, by communicating openly, honestly and constructively.

COMMITMENT



External

We strive to find every dog and cat a permanent, loving home. We put no limit on the time an animal stays with us, and we will never put an animal to sleep unless significant medical, safety or legal reasons compel us to do so. Our staff and volunteers are hugely committed.

Internal

We focus on and are committed to the impact of our work and the difference that we can each make.

OUR STRATEGIC GOALS

By 2023 we will have:

- Helped 320,000 dogs and cats through our existing and new centres; our Battersea Communities; the Battersea Academy; our grant giving programme; by increasing the rescue sector's share of the pet acquisition market; and other initiatives
- Increased the number of Battersea centres we operate, whether through acquisition or merger
- Further enhanced Battersea's reputation as a sector leader and expert, through the delivery of the Battersea Academy at home and abroad
- Increased our partnership working to enable shared campaigns and rescue activities
- Established 'Reframing Rescue' as a movement and made it a highly compelling proposition for public choice
- Increased the prominence of the UK rescue sector, leading to tens of thousands of additional dogs and cats adopted from rescue centres annually
- Raised standards in UK dog and cat breeding practices by working collaboratively to enshrine new animal licensing laws and established a regulatory framework for animal rescues, rehoming centres and sanctuaries
- Helped more dogs and cats by connecting more people with pets, by identifying wide ranging opportunities to champion the human/ animal bond
- Promoted and reinforced our One Battersea approach internally, with continued, collaborative working between teams and across all centres



JOB DESCRIPTION

JOB TITLE

Chief Executive

LOCATION

London, with travel to other centres

SALARY

£130,000

MAIN PURPOSE OF THE ROLE

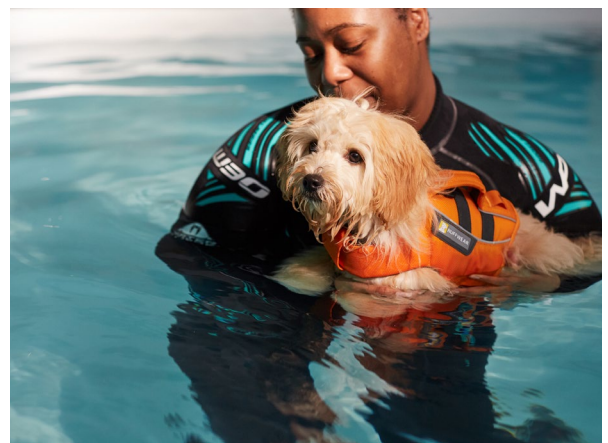
- To provide strategic leadership, vision and direction that enables Battersea to identify and deliver its strategic goals and continue to grow its impact
- To be an empowering and inspirational leader, nurturing an inclusive, values-driven, outcome focused organisational culture
- To ensure the continued growth in income and long-term financial sustainability of Battersea
- To ensure Battersea’s high brand profile, sector leadership, partnership working, and trusted advice to the public, Government and other sector groups, continues to build a better world for dogs and cats.



KEY RESPONSIBILITIES

ORGANISATIONAL LEADERSHIP & STRATEGIC DIRECTION

- Provide strategic leadership, vision and direction that enables Battersea to identify and deliver its strategic goals and continue to grow its impact.
- Identify and respond to emerging external trends, opportunities and risks, adapting or refining the strategy, plans and activities to enable the best impacts and outcomes for Battersea.
- Drive and enable a values led culture which attracts, develops and retains the best staff and volunteers and motivates and empowers them to achieve our vision and deliver real impact, and which encourages engagement, innovation, accountability and continuous improvement.
- Provide empowering and inspirational leadership, nurturing and inclusive, values-driven, outcome focused organisational culture in which equity, diversity and inclusion is integral to all that we do.
- Lead and manage a strong, effective inclusive and collaborative team of Directors who in turn are positive role models and organisational leaders.
- Work with the Chair to ensure a strong Council of Trustees which has timely and appropriate oversight of key organisational strategic proposals, discussions and decisions, and ensure appropriate governance, compliance, financial and risk management for Battersea.



COMMUNICATION & INFLUENCE

- Ensure the continued high public and brand profile of Battersea in the UK and internationally to enable increasing support for and engagement with Battersea.
- Influence and engage with a wide range of key stakeholders at senior levels across all sectors and be Battersea's key media spokesperson as a compelling and inspirational ambassador for Battersea, its work and its ambitions.
- Work closely, collaboratively, and with influence to build strong relationships with animal welfare charities, relevant industry groups, government, policy makers and other key stakeholders and partner organisations to identify and realise opportunities for Battersea to have even greater impact.

INCOME, INSIGHT & DELIVERY

- Ensure the continued growth in income and long-term financial sustainability of Battersea through strong brand recognition and supporter engagement, maximizing existing income streams, further development of diversified income sources, and a focus on efficient and effective business processes.
- Enable and support the continued development of Battersea's use of multi-channel digital technologies and other data led systems to create an organisation in which the identification of opportunities and priorities and delivery of outcomes are data driven and insight-led.
- Ensure that Battersea has appropriate people, infrastructure, systems, processes and income to deliver its vision, mission and strategy.
- Work with the Directors Group to develop aligned and integrated operational plans and budgets which enable the delivery of Battersea's strategy.
- Ensure a continued focus on Battersea's vision and mission to be here for every dog and cat.



PERSON SPECIFICATION

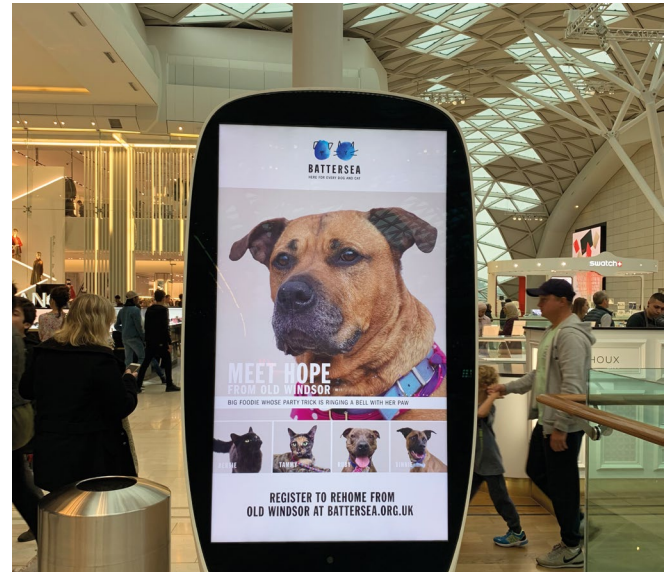
SKILLS, KNOWLEDGE AND EXPERIENCE

Essential

- Demonstrable experience of leading at scale, either as CEO of an organisation of comparable size to Battersea, or as an equivalent senior leader within a larger organisation
- Knowledge of the charity sector and experience of working with trustee boards
- A track record of leading successful teams of senior functional experts
- Highly financially literate with experience of guiding financial strategy
- Good understanding of effective fundraising and income generation
- Commercially astute, knowledge of successful marketing strategy and the importance of brand building
- Experience of campaigning and advocacy, and preferably of working with policy makers, government departments, and sector bodies
- Excellent people skills, knowledge of organisational development, and strong alignment with Battersea's culture and values

Desirable

- Understanding of the animal welfare sector and its issues, although applications from candidates outside the sector are also welcomed
- Experience of working with volunteers with an understanding of their needs



PERSONAL STYLE AND BEHAVIOURS

This role requires someone:

- With a deeply held passion for cats and dogs and for Battersea's mission, with a genuine interest in animal welfare issues
- Who is an inspirational and motivational leader with natural authority and an inclusive style who empowers and develops colleagues throughout the organisation
- With an engaging style of communication and with excellent networking skills who will be a passionate ambassador for Battersea
- Who has strategic vision and proven experience of designing and delivering strategic objectives, who can also adapt and flex strategy in response to a rapidly changing external environment
- Who is an innovative and creative thinker who is prepared to challenge established internal and sector-wide practices
- Who acts with integrity, shows fairness and respect to all, and champions equality, diversity and inclusion
- With energy, drive, determination to achieve results and overcome obstacles

HOW TO APPLY

If you think you have the skills and qualities we need, then we very much hope that you will consider expressing an interest in becoming our next CEO.

To make your application please go to starfishsearch.com/jobs/battersea-chief-executive/ and click on the apply now button, with the following prepared:

- your CV or equivalent biographical information (no more than two pages)
- a supporting statement (no more than three pages) that:
 - brings to life your motivation for applying for this role – we would like to know what it is about us, our cause or our work that resonates with you personally?
 - tells us about a specific career highlight that you see as particularly relevant to Battersea and how you achieved this.
 - shares with us your current observations about Battersea as a brand and organisation.
 - tells us what you think the future might hold for Battersea, for animal welfare, and the impact we have?

Being a diverse and inclusive organisation in everything that we do is very important to us and we are actively seeking a diverse candidate pool for this job. Your completion of the Equality and Diversity monitoring form when you apply will help us achieve this goal.

Closing date: Monday 22nd February 2021

Longlist interviews by zoom are likely to be held in **early March 2021.**

Agreement of the final shortlist is expected by **mid-March 2021.**

Informal meetings or telephone calls will follow confirmation of the final shortlist prior to formal interviews for shortlisted candidates which are expected to take place in late March/early April.



DATA PROTECTION

The information you provide in your application will be used by Battersea Dogs and Cats Home (Battersea) to assess your suitability for the role you have applied for. We will not use your personal data for marketing or fundraising purposes (unless you have previously supported Battersea) and will not share your data with any third parties for their marketing purposes.

We will also ask you for sensitive information (such as information relating to ethnicity or sexual orientation), but only to allow Battersea to monitor and report on diversity and equality of opportunities. The provision of this information is entirely voluntary and will not be used in determining whether you are shortlisted for the role you have applied for.

Further information about how we protect and use your personal data is set out in our Job Applicant Privacy Notice or contact our Data Protection office at DataProtection@battersea.org.uk



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