



ramblers

at the heart of walking



Director of Finance,
Performance &
Impact



Starfish

Welcome

Dear Candidate,

Thank you for your interest in joining us as our Director of Finance, Performance & Impact. This is an important and new role for our organisation as we look to embark on an exciting phase of our journey.

Established in 1935, Ramblers exists to protect the ability of people to enjoy the sense of freedom and benefits that come from being outdoors on foot. With nearly 100,000 members, we are an association of people and groups who come together to both enjoy walking and other outdoor pursuits and also to ensure that we protect and expand the infrastructure and places people go walking.

Each year 300,000 people take part in our group walks. Our campaigns help make Great Britain a better place to walk and leave a vital legacy for future generations. The Covid-19 pandemic has further highlighted the importance of having accessible walking spaces for both mental and physical health, and we have been there to make sure people do so safely, considerately and responsibly. During such deeply challenging times, our connection to the open spaces around us – and the right to access them – has taken on a new importance for us all.

The Ramblers is future focused, and we have embarked on a significant transformation programme, covering our organisational design, ways of working and brand, yet there is still more to do. As part of this transformation, we have developed digital tools and resources to help us meet our future needs. We now need to ensure these tools are embedded and widely used by staff, volunteers, and members to allow everyone to experience the joy of walking, but vitally to help us grow our membership. We want to reach and appeal to many more people and are working hard to grow our awareness.

The role of Director of Finance, Performance & Impact will be essential in delivering against this. Reporting to the CEO and with a substantial remit, you will oversee our strategic and operational finances, ensuring we have sufficient management information and metrics in place to inform decision making and measure our impact, making sure that as we grow and change, we do so sustainably. You will also lead on our digital transformation programme, reviewing existing systems with a view to implementing new technologies and data tools to best suit the needs of a complex and devolved organisation.

We are looking for a strategic and collaborative leader who is keen to embrace modern, innovative ways of working and will work with a diverse audience to meet the needs of our organisation. A qualified accountant, you will be as adept with people as you are with numbers, with the skills to motivate, develop and lead a multidisciplinary team during a time of change and to influence across a complex, national organisation. With strong ICT and data skills, you will have experience of leading a digital and data transformation project and, ideally, led an impact function or be familiar with impact reporting tools.

If you are committed to our cause and have the skills, experience, and drive to lead us through the next stage of our transformational journey, we would love to hear from you.

Tanya Curry
Interim Chief Executive

About us

The Ramblers helps everyone, everywhere, enjoy walking and protects the places we all love to walk. We are the only charity dedicated to looking after paths and green spaces, leading walks, opening up new places to explore and encouraging everyone to get outside and discover how walking boosts your health and your happiness.

Since 1935, the Ramblers have played a crucial role in:

- Establishing National Parks
- Establishing the first National Trail, the Pennine Way
- Protecting paths and placing them on definitive maps in England and Wales
- Getting access to the countryside, including the Land Reform (Scotland) Act 2003, securing ancient freedoms and the Countryside and Rights of Way Act (2000) which opened up a million hectares of countryside in England and Wales
- Helping people to go walking on friendly, group walks and with our quality library of self-guided routes.

Our 14,000 volunteers are at the heart of everything we do and support us in delivering our mission and are literally our 'boots on the ground'! We have a staff team of 102, based in London, Scotland and Wales, as well as working from home.



Our Vision & Strategic Framework

Our vision is a country where everyone enjoys the outdoors on foot and benefits from the experience.

We are focusing on three ambitions to help us make our vision a reality:

A country designed for walking

We want everything to be in place in England, Scotland and Wales so we can all enjoy the outdoors on foot and benefit from the experience. This includes great places to walk; a true right to roam and path networks that connect people with communities, history, and nature; we want to ensure the right support from government, society, public and private organisations to help us achieve this. A walking country will enable and motivate more people to walk, as a means of transport, for their health and wellbeing, to help the environment or for the sheer joy of it!

Helping everyone find their feet

Walking can take you anywhere. We want to provide the support and resources everyone needs, regardless of their age, background, fitness or mobility, to enjoy and benefit from walking outdoors. We want to help construct the national and local policies and programmes that give individuals and communities the opportunity to go out and walk, and we want to educate them about how walking can improve their health and wellbeing.

Connecting people through the Ramblers

We want to improve the health and wellbeing of the public by providing our own communities of walkers with the best possible Ramblers experience. This includes leading high quality walks, facilitating outings and holidays that help people enjoy the best walking has to offer; producing expert resources so people can safely explore the outdoors themselves and connect with nature; and providing tailored support to individuals to help them progress from the sofa to the summits or the city street to the mountain peak.

We will do all this by leading from the front. We will stand together with the outdoors community, inspire a new generation of walkers and continue to work in partnership to achieve our three ambitions.



Our Governance

At the heart of everything we do are our members and volunteers who support our values and deliver the vast majority of our work by volunteering their time and energy. At our AGM, a group of our volunteers from across the country meet as our General Council and elect our Board of Trustees. Formally we are the Ramblers Association, but we operate as the Ramblers.

Whichever nation they call home, every member who joins us is part of Ramblers Great Britain. Ramblers Scotland and Ramblers Cymru operate independently but within the Ramblers GB family. Areas in Scotland and Wales elect a national council similar to the General Council. These councils elect an executive committee who set the strategic direction and policy for our work in Scotland and Wales. Our GB strategic framework and business plan are supported by equivalent documents for Ramblers Cymru and Ramblers Scotland.

Trustees delegate responsibility for the day to day management of the charity to our Chief Executive Officer and their team.



Job Description

Accountable to:	Chief Executive
Department:	Finance, Performance & Impact; Data & Digital Transformation (DDT); ICT
Direct reports:	Financial Controller, Head of Finance Business Partnering, Head of ICT, Head of Insights and Intelligence, Head of Digital Development

Role purpose:

Working with the Chief Executive, Senior Leadership Team (SLT) and the Board of Trustees, the Director of Finance, Performance, and Impact will be responsible for developing and implementing the charity's financial, Data Digital & Technology and performance strategy. This work is integral in supporting the charity to grow sustainably, work efficiently, develop, and thrive.

The areas of work the Director of Finance, Performance and Impact will be responsible for are:

- Finance
- Data, Digital and Technology
- Compliance
- Contract Management and Procurement
- Support services (ICT, Performance/Impact)
- Risk
- Legal

Key responsibilities:

Finance

- To lead and support the development of a high performing Finance, Performance, and Impact team so that the organisation is effectively supported with accurate, timely and cost-effective financial services. This includes financial accounting, management accounting, forecasting, planning, budgeting, and activity reporting through a business partnering approach.
- Provide expert advice to the CEO, SLT and Board across the full range of the finance, performance, and impact function, ensuring best practice solutions to meet the evolving needs of the charity.
- Support the work of the Finance and Risk Committee (FRC) – a sub-committee of the board – ensuring the committee has accurate and timely information.
- Provide complete and comprehensive finance services to the charity, including the leadership and management of the annual budget cycle, quarterly reforecasting, development of effective budgetary control systems and provision of accurate and timely management accounts.
- Establish and maintain a comprehensive financial control framework.
- Ensure the charity complies with all regulatory and tax requirements.
- Ensure the appropriateness of key assumptions included in the charity's annual budget proposals and its forecasting, providing advice to senior management colleagues and the Board as required.
- Maintain regular contact with our audit partners, lawyers, bankers, and investment managers.
- Prepare statutory annual accounts and manage the year-end financial audit.
- Develop and support the team to lead a procurement function that offers timely access to supplies as well as assured value for money.

Job Description

Data, Digital & Technology

- Overseeing all ICT, Data & Digital operations including staff, infrastructure, systems & data architecture and agency relationships.
- Continuous development of a DDT strategy that deals with both the known challenges today but also looks to the future opportunities to deploy solutions that add value to the business and its stakeholders, through efficiencies or opportunities.
- Providing leadership of and overseeing the development, implementation, and evaluation of DDT projects in line with organisational objectives.
- Liaising with other departments, determining, and addressing their IT needs and DDT requirements with a business partnering approach. Supporting our teams to collaborate and deliver solutions in a timely and holistic way.
- Provide the right metrics to manage and monitor the high performance required from the DDT team.
- Identifying vulnerabilities, the need for upgrades, and opportunities for improvement.
- Proposing strategic solutions, either utilising existing tools or recommending new systems and software.
- Building and maintaining relationships with external advisors and vendors, overseeing contractual commitments and ensuring they are aligned with organisation needs.
- Ensuring reported issues are resolved in a timely manner.
- Work closely with the Head of Insights and Intelligence, Head of ICT and Head of Digital to ensure we have a clear and realistic technology roadmap that is integral to, and aligned with, all our key projects.

Performance & Impact

- Working with the Board, CEO and SLT, actively contribute to the development of our organisational strategy and business plan.
- Working with teams across the organisation, but specifically the Data Team, understand our data architecture, and the right skills & capacity is in place to ensure our data can clearly tell our story.
- Design, deliver & maintain top-class impact reporting which is accurate, compelling, and transparent (both for external funders and internally) and becomes a core component of our business planning process.
- Working with other members of the team, ensure our performance/impact data and reporting mechanisms are aligned and accurate across the organisation and can be utilised by stakeholders.
- Develop our risk management framework and ensure the risk register is upheld, regularly reviewed, and reported to the relevant internal and external stakeholders as agreed.
- Access expert advice on data protection as required and lead the internal management of any complex cases/risk areas.
- Develop systems and processes to effectively manage the contracting arrangements that take place and that any associated risks to the charity are appropriately managed.

Other

- As a member of the Senior Leadership Team, promote and support equality, diversity, and inclusion across the organisation.
- Undertake any other relevant duties or projects delegated by the CEO and Board of Trustees as required.

Person Specification

Knowledge and Experience

Essential

- A professionally qualified accountant, with substantial senior financial management experience, some of which has been gained in a national organisation with an annual income profile of over £10 million.
- Experience of successfully implementing a financial and performance function in a complex organisation.
- Demonstrable experience within or working with a Data & Digital Transformation function.
- Experience of leading and developing a high-performing, multi-disciplinary team.
- Experience of leading business transformations, planning and executing programmes to harmonize processes and converge IT systems, which are outward facing as well as internal.
- Experience of planning and delivering large IT investment portfolios and leveraging internally and externally sourced IT services.

Desirable

- Experience of financial management within the not-for-profit sector and/or a membership organisation.
- Knowledge of working within a devolved / regional structure.
- Experience of managing an impact function.

Skills and Abilities

- Ability to successfully articulate technical or complex issues to a non-financial audience.
- Ability to influence senior stakeholders through strong interpersonal relationships and tailored communication style.
- Exceptional leadership skills, self-starter and eager to add value.
- Strong communication, presentation and facilitation skills.
- Adept visionary, strategy creation, and long-term plan realisation skills.

Styles and Behaviours

- A collaborative and inspiring leader, who seeks to become a trusted partner to both internal and external stakeholders and gets the best out of those around them.
- Has a commitment to our values of being welcoming and inclusive to all, positive in outlook, empowering of each other, ethical, democratic and environmentally responsible.
- Inquisitive and challenging; not comfortable accepting traditional ways of working just because they are the safer option.

Terms of Appointment

Salary	The salary for this role is c.£85,000 per annum on a full-time permanent basis.
Location	This role will be based at our Head Office in London Bridge. All staff are currently homeworking due to the pandemic and we are committed to flexible working in the future. We envisage our Directors working in a 'hybrid' way between home and our office moving forward.
Pension	We offer a contributory pension scheme.
Annual leave	25 days annual leave, plus bank holidays and additional office closure at Christmas.
Working hours	35 hours per week, including flexibility according to individual circumstances.
Additional benefits	Season ticket loan; Access to Perkbox – includes 200 exclusive perks and benefits; Employee Assistance Programme and online GP access.



How to Apply

We hope you will consider making an application. If you have questions about the appointment and would find it helpful to have an informal conversation, please contact Katy.Giddens@starfishsearch.com or Mark.Crowley@starfishsearch.com and we will be happy to arrange a call.

To make an application, please go to <https://starfishsearch.com/jobs/ramblers-director-fpi/> and click on the apply now button, with the following prepared:

- Your CV (no more than three sides)
- A supporting statement (no more than two sides) that sets out why you think this role is the right move for you and how you meet the knowledge and experience criteria.

Closing date:

Friday 19th March 2021

Preliminary interviews with Starfish:

w/c 29th March and 5th April 2021

Interviews with Ramblers:

w/c 19th April 2021





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