

drinkaware



Recruitment of a
Finance Director and
Company Secretary



Starfish

Welcome

Dear Candidate,

Thank you for your interest in becoming the next Financial Director and Company Secretary of Drinkaware.

We are an independent UK-wide charity of around 30 people. We were set up in 2006 by government and the UK alcohol industry to increase awareness, improve public attitudes and to effect positive behavioural changes around alcohol consumption. We exist to help people make better choices about drinking and in turn reduce alcohol misuse and health harm in the UK.

Our strategic priorities are focused on four pillars:

1. **Translational research** – the research and insight that underpins all Drinkaware's work, from ensuring our communications are evidence-based to making sure interventions result in intended behaviour change
2. **Engaging audiences** – growing Drinkaware's reach and awareness, building a recognised brand which is trusted to deliver information and tools to our audiences
3. **Digital health** – developing digital tools and using data insights to support people at scale to change harmful drinking habits
4. **Income diversification** – delivering financial stability and growth to enable us to achieve our ambitions and to diversify our income streams.

As we emerge from COVID-19, new data starts to indicate changes in alcohol consumption with a continued polarisation of people's drinking habits. Our 2021 Monitor survey data told us that 17% of drinkers in the UK were drinking at levels which put their health at risk of harm. We also know that alcohol harm is disproportionately found in the UK's most deprived neighbourhoods and that the impact of the pandemic is likely to have increased these disparities further. Politically, there is increased focus on health harms, 'levelling up' and the move of responsibility for public health into the newly-created Office for Health Improvement and Disparities (OHID). At Drinkaware we are developing our next strategy to address how we support individuals, employers and partners to make informed and responsible decisions about alcohol.

Drinkaware is currently funded almost entirely through voluntary corporate donations, predominantly from the alcohol industry, including producers, retailers, wholesalers and supermarkets. It is however, fiercely independent and all donations provide unrestricted income to facilitate our vision and mission. Our funders have no oversight or influence on our research, our campaigns or our communications.

We are committed to building a truly diverse workforce and an open, inclusive culture. We want Drinkaware to be a place where the voices of our users and employees are heard and influence what we do, where respectful challenge is welcomed and success, and even the occasional failure, is celebrated and learned from.

If you care about the impact of alcohol on society, want to help shape the future of an inspiring and exciting charity and have the vision, skills and experience, we would love to hear from you.

Shan Nicholas
Interim Chief Executive

About Drinkaware

Drinkaware provides evidence-based alcohol information, facts, advice and support, along with tools and resources for individuals, workplaces and communities.

We are proud of our independence, both from government and industry. Drinkaware is not a trade association or membership body; corporate donations are given only on an unrestricted basis and are voluntary, according to a Funding Model approved by government when the charity was established.

Nor is Drinkaware a lobbying or campaigning organisation. We are a social marketing organisation, increasingly expert in consumer insight and behaviour change in what is a challenging and critical area of public health.

Our vision

To reduce alcohol-related harm by helping people make better choices about their drinking.

Our mission

We achieve this by providing impartial, evidence-based information, advice and practical resources. raising awareness of alcohol harms and working collaboratively with partners

Our values

- Driven to make a difference
- Led by the evidence
- Resourceful
- Work positively with others

In 2021, we refreshed the brand to reflect our focus on changing behaviour, with a shift from our proposition of 'Drinkaware – For the Facts' to '*Drinkaware – Change starts with you*'. We are targeting people drinking in harmful ways, who are considering making a change.

We have a small but growing portfolio of commercial services, offered through our trading subsidiary. Our flagship product is Drinkaware at Work, designed to support the health and safety, and employee wellbeing agenda of UK employers. encouraging employees to think about alcohol alongside the other health information they receive.

Find out more

To read Drinkaware's annual reports and audits please visit: <https://www.drinkaware.co.uk/about-us/what-we-do>



Role Profile

Role title	Finance Director and Company Secretary
Reports to	Chief Executive
Responsible for	3 direct reports: Financial Planning and Analysis Manager, Finance Transactions Manager and HR Manager plus line management for the Executive Assistant

Purpose

- To optimise the financial performance of the Drinkaware Trust and ensure that the organisation's finances, financial systems and processes are managed efficiently and in accordance with relevant legislation and best practice.
- To provide analytical and commercial guidance on strategic opportunities for growing Drinkaware beyond its current footprint, both charitable and commercial, including identifying potential threats and emerging issues.
- To actively support the development of organisational strategy as well as the diagnosis of external and internal factors that may impact Drinkaware in the future.
- To ensure that governance of the Trust meets all regulatory requirements.
- To be the legal Director of the Drinkaware Trading company which was set up in 2019.

Responsibilities

Senior leadership team responsibility

- Contribute to demonstrating progress against organisational objectives and support/influence sound financial and commercial decision making.
- Provide strategic analysis and advice, as well as suggestions, for commercial opportunities for Drinkaware, identifying future risk and potential benefits.
- Advise on organisation wide strategic planning, performance measurement and risk analysis supporting the Chief Executive in ensuring effective arrangements are in place.
- Represent Drinkaware and Chief Executive externally where required and deputise for the Chief Executive when required.

Reporting

- Oversee the timely production of monthly management accounts and cash flow forecasts for the charity and the trading company.
- Ensure the annual statutory accounts and financial report is produced accurately.
- Lead the development of a robust social impact reporting system with the research team and ensure that annual Impact Reports are published.

Financial processes

- Oversee and provide strategic advice on best practice management of all financial transactions and accounting matters.
- Oversee a finance business partner programme with budget holders to support understanding and management of budgets and provide information and guidance as required.
- Ensure that appropriate procurement policies are in place and operate as intended.
- Work seamlessly with the Risk and Audit Committee and Finance and HR Committee.

Company Secretary

- Provide strategic advice and influence the CEO, Board and senior leadership team to ensure compliance with statutory requirements and the effective management of risk.
- Ensure relevant meetings are properly administered, convened and conducted.
- Maintain the company registers and other documentation, including risk register.
- Ensure Drinkaware assets and IP are properly protected and legal costs controlled.

Facilities & Administration

- Oversee relationship with Drinkaware's insurance brokers and ensure that facilities contracts are negotiated, reviewed and managed effectively.
- Oversee procurement and lead on contracts and relationships with suppliers of IT, equipment and other assets.
- Ensure that a Disaster Recovery Plan is in place, reviewed annually.

Line management

- Set objectives and oversee the work of the Central Services team to ensure delivery, and support personal and career development.



Key Skills and Competencies

Essential criteria

- Graduate calibre, experienced qualified accountant (ICAEW, ACCA, CIMA) with significant commercial and business experience post-qualification.
- Able to apply strategic financial and analytical skills to commercial and non-financial business decision making, and enable others to do the same.
- An experienced Company Secretary with considerable knowledge of UK charity regulations and working with charity boards.
- Experience of working with Risk and Audit Committees (or equivalents) in ensuring that risk management is embedded throughout the organisation.
- Experience in small (less than 50 FTEs) organisations.
- Strong commercial experience, including experience of pricing analysis, business case development and assessing ROI for marketing activities.
- Energetic and highly motivated with an inquiring mind but strongly pragmatic.
- High integrity and openness with a commitment to good governance.
- Excellent numerical, IT and financial abilities.
- Proven experience of financial planning, budgeting, forecasting and management reporting.
- Ability to identify, implement and maintain robust, best practice financial processes.
- Confident team player able to build effective relationships with senior team members and stakeholders to influence decision making at a senior level.
- Analytical thinker with critical thinking and decision-making strengths. Ability to provide challenge and make contributions to non-finance areas of the organisation.
- Experienced line manager, able to motivate and develop a team. Role models the values of Drinkaware and supports the mission and vision of the organisation.

Desirable criteria

- Strong written and oral communications skills and able to engage internal and external stakeholders.
- Good presentation skills, particularly in the area of data presentation.
- Advanced Excel and Sage 200 skills.
- Experience of marketing services procurement, ideally in non-profit organisations.
- Experience of managing a trading company within a UK charity, within the past five years.
- Experience of managing legal and other supplier contracts.
- A voluntary role as a UK charity trustee would be an advantage.
- A well-established network in the UK charity finance sector would be an advantage.

Terms of Appointment

Salary

This role attracts a salary of circa £80,000.

Contract

This is a permanent full-time appointment.

Location

Hybrid working from home and in London. The successful candidate must be able to demonstrate effective leadership impact, which will include their presence and visibility within the organisation.

Other benefits

- Commitment to flexible working
- 28 days annual leave plus statutory bank holidays and an extra day off on your birthday if it falls on a normal working day
- Matched company pension contribution via a salary sacrifice scheme
- Life assurance cover and company sick pay
- Interest-free season ticket loan up to £5,000
- Commitment to professional development supported by a generous training budget
- Learning and well-being grant to fund a personal learning goal
- Employee Assistance Programme providing 24/7 support with any of life's issues
- Access to Perkbox - employee perks and discounts scheme.



How to apply

We hope you will consider making an application. To do so, please visit: <https://starfishsearch.com/jobs/drinkaware-fin-dir-co-sec/> and click on the apply now button, with the following prepared:

- your CV (no more than three sides)
- a short supporting statement (maximum two sides) that sets out why you are interested in joining Drinkaware as its next Finance Director and Company Secretary

We would also be grateful if you would also complete the Equality and Diversity monitoring form on the online application process. This form is for monitoring purposes only and is not treated as part of your application.

Search closes	6th June 2022
Structured discussions with candidates	w/c 20th June 2022
Stakeholder sessions	w/c 4th July 2022
Final formal interviews	14th July 2022

