



RECRUITMENT PACK

EXECUTIVE DEPUTY CHAIRMAN



WELCOME

Dear Applicant

Thank you for your interest in joining the Board of the Countryside Alliance, the membership body and campaigning force that promotes and protects the rural way of life. Set up 25 years ago, we campaign for rural communities on issues that matter to those who live and work in the countryside, while publicising the contribution the countryside as a whole makes to the national economy and quality of life.

This is a pivotal point in the growth of the Countryside Alliance and an exciting time to join us. As part of an ambitious strategy to fulfil the original aim and potential of the Alliance as the voice of the countryside, with broad support, the organisation plans to undergo a fundamental restructuring.

We are now seeking an Executive Deputy Chairman who will oversee the administrative, marketing and commercial functions of the Alliance. They will help shape and develop a new strategy to generate income from our campaigns, grow and energise our membership and engage credibly in wider rural issues.

With expertise in compelling digital marketing methods and other campaigning tools, they will be experienced in change and transformation. Above all, they will utilise our campaigning reputation to deliver a commercially sustainable strategy with a high-growth and innovative plan to build our membership, resources and impact.

This is a significant leadership role at a critical time. We are looking for an energetic, highly skilled individual with the ability and experience to devise and oversee a strategy for growth. An exceptional leader with a collaborative and engaging approach, you will be able to bring colleagues with you, and have the antenna and maturity of political judgement to help us succeed.

If you believe you have these skills and qualities, have a commitment to the mission of the Countryside Alliance, and would like to be part of a team with ambitious plans to build our campaign, we would be very pleased to hear from you.



**The Rt Hon The Lord Herbert of South Downs CBE PC
Chairman, Countryside Alliance**



ABOUT THE COUNTRYSIDE ALLIANCE

The Countryside Alliance is a political campaigning force that promotes and protects the rural way of life. The Alliance represents the interests of its members and supporters in parliament, in the media and on the ground.

WHAT DO WE DO?

Through consultations, meetings, and events with politicians, policy-makers and civil servants, we promote real rural issues in Westminster and across the devolved administrations to ensure that law and policy support the demands of those whose lives it affects.

We also campaign for rural communities on issues that matter to those who live and work in the countryside, while publicising the economic, social and environmental contribution activities like hunting, shooting and the countryside as a whole make to the national economy and quality of life. From digital connectivity and supporting local businesses, to educating others on rural crime and advocating for farmers up and down the country, our campaigns are constantly evolving.

Representatives from the Alliance regularly feature in both print and broadcast media. As well as national coverage, the Alliance works to ensure representation is fair in local news too. Preaching to the converted is easy but the Alliance prides itself in championing the rural way of life across the national media on a daily basis, reaching millions of readers and viewers monthly.

As part of an ambitious strategy to fulfil the original aim and potential of the Alliance as the voice of the countryside, with broad support, the organisation is undergoing a fundamental restructuring. There is a new focus on developing the Alliance with a digital marketing strategy, generating income from our campaigns, and engaging credibly in wider rural issues.

Our sister organisation, The Countryside Alliance Foundation (TCAF), is a registered charity which promotes conservation, public education on countryside matters and the sustainable use of natural resources. TCAF will host an ambitious national conference – Future Countryside – in June, placing the Alliance at the centre of discussion about the importance and value of the countryside for everyone.

Read more about us at www.countryside-alliance.org



ROLE DESCRIPTION

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| Role title: | Executive Deputy Chairman (EDC) |
| Reports to: | Chairman and Board |
| Role Description: | Responsibility for the oversight and direction of the administrative, commercial and marketing operations of the Alliance. |

MAIN DUTIES AND RESPONSIBILITIES

The EDC will be a member of a new Senior Management Team (SMT) of the Alliance, which will include the Chairman, Finance Director, Chief Executive and other nominated Board members. The SMT will meet at least fortnightly.

The EDC will, with the support of the Chief Executive and Finance Director:

- Devise a comprehensive commercial and marketing strategy for the Alliance, supervising and ensuring its implementation.
- Ensure the effective administration of the Alliance, including the supervision of all employees, consultants and contractors.
- Supervise and ensure the smooth transition of any restructuring, and ongoing compliance with all regulatory and legal requirements.

LEADERSHIP AND CULTURE

- Together with colleagues in the SMT, set the overall direction of the Countryside Alliance, ensure that it meets its objectives, manage its corporate reputation and culture.
- Establish a clear purpose and effective ways of working, with clear direction and accountability. Adapt the structure and processes of the organisation as it evolves as necessary.
- Provide constructive and critical challenge to colleagues in the Management Team and the CEO that improves the quality of discussions and decisions.

STRATEGY

- Set the strategy for commercial and marketing activities within the overall Countryside Alliance strategy.
- Set clear metrics for success, including outcome targets. Lead the teams to deliver high performance in the area of digital marketing (and other campaigning) that meets its targets.
- Bring a wide range of perspectives to influence the strategy, including best practice from other organisations, research, data analysis and user experience and ensure that the strategy remains relevant.

STAKEHOLDER AND PARTNER MANAGEMENT

- Build trusted, senior and influential relationships across the Countryside Alliance's stakeholder network.
- Build a wide network of influencers and experts, as relates to the commercial and marketing strategies.
- Represent the Countryside Alliance at events and in the media as a senior leader for the organisation.

COMMERCIAL AND ADMINISTRATIVE

- Develop and oversee a commercial strategy for sustainable growth.
- Lead relationships with senior contacts at current and future commercial partners.
- Oversee legal and administrative compliance.

PERSON SPECIFICATION

KNOWLEDGE AND EXPERIENCE

- Outstanding management, commercial and digital marketing experience at Board level.
- A demonstrable track record of growing engagement, membership or customers and income in a relevant organisation.
- A good understanding of countryside issues and a commitment to the aims of the Alliance.
- Sufficient seniority, financial independence and availability to be able to commit to a demanding part-time position at Board level.

SKILLS AND ABILITIES

- Excellent organisational, interpersonal and management skills.
- Strong project management skills.
- Ability to develop, nurture and manage powerful relationships and alliances, using networks to achieve results.
- Experience of charity governance would also be an asset.

LEADERSHIP AND BEHAVIOURS

- Senior leadership experience, ideally in a mission-driven environment.
- Ability to think strategically about concepts and communicate them clearly, in writing and in person, and encourage others to think strategically.
- Ability to operate effectively at senior levels in a sometimes politically sensitive setting.
- A clear, engaging and inspiring communicator, able to convey a motivating and compelling sense of purpose and direction to key audiences.



TERMS OF APPOINTMENT

REMUNERATION

A competitive remuneration and benefits package will be offered.

HOURS OF WORKING

Part-time.

HYBRID WORKING

Time split between home and the Countryside Alliance's office in Vauxhall, London SE1.

OUR COMMITMENT TO DIVERSITY AND INCLUSION

The Countryside Alliance encourages applications from people of any age, gender, ethnicity, sexual orientation or assignment, faith or disability.

HOW TO APPLY

We hope you will consider making an application. **To do so, please go to <https://starfishsearch.com/jobs/ca-dep-chair/> 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 the Countryside Alliance as its Executive Deputy Chairman.

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.

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| Search closes | 24th March 2023 |
| Structured discussions with top candidates | w/c 3rd and 10th April 2023 |
| Stakeholder events | w/c 1st May 2023 |
| Final stage interviews | w/c 8th May 2023 |

