



**CANDIDATE PACK**  
**CHIEF EXECUTIVE**



# WELCOME

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Thank you for your interest in joining us as our next inspirational CEO. This is a significant year for us as we celebrate our 25th anniversary throughout 2023.

Over the last 25 years, we have delivered our services to women and children in the community and have consistently innovated in our service provision.

Everything we do is driven by our six founding principles:

- By and for women
- For young women and girls
- Justice for Women
- Wrap around Community Support
- Collaboration and Partnership
- Systems Change

Over the last six years we have grown significantly, year on year. This consistent growth has enabled us to support many thousands more women and children each year, with our team of 160 staff, our volunteers, our network of delivery partners and via our 8 women's centres across the South and East of England including in Greater London. The people who work with us to deliver our services are all amazing and we couldn't do it without them.

Growth has also brought challenges specifically in developing a new culture, establishing new ways of working and ensuring that our systems and processes keep pace with the rate of change.

We are looking for a new Chief Executive who is committed to working collaboratively and to building on the strengths and extensive skills and competence of the team at Advance.

As an organisation we have great ambition – not to necessarily be the biggest, but certainly to strive to be the best.

As our next Chief Executive, you will be leading, motivating and inspiring a passionate and dedicated team of staff and volunteers, supported by an engaged, experienced and enthusiastic Board of Trustees.

We have strong values centred on listening, empowerment, accountability, innovation, and collaboration. These values are intrinsic to who we are and how we operate. As our next CEO you will relish the opportunity of bringing these to life in everything we do.

We have just agreed our strategic plan for the next three years, 2023-2026. We are seeking a special individual to lead the implementation and delivery of this strategic plan, to embed best practice in everything we do, and to build on the reputation of Advance as a leading provider of high quality and life changing services for women and girls.

If you believe you have the vision, commitment and resilience to be our next Chief Executive, then I hope you will consider applying for this role.

I very much look forward to meeting you.,

**Christine Losecaat MBE**  
**Chair**

# ABOUT US

Our vision is a world where women and girls lead safe, just and equal lives.

We are a women's organisation, delivering systems change and trauma and gender-informed community-based support for women and girls affected by domestic abuse, including those in contact with the criminal justice system.

We work nationally through our innovative, best-practice approaches and systems change initiatives. We deliver wraparound frontline services across the South and East of England, including Greater London.

Our expertise lies in decades of providing specialist support by women and for women and girls, to achieve safety, justice and equality at the intersection of domestic abuse and the criminal justice system.

Our strategy for the next three years, 2023 – 2026, is based on our Theory of Change that to achieve safety and justice, women and girls need:

- Strengths and resources: through activities focused on their needs of safety, health, economic, education, family, community, self-esteem, self-efficacy, aspirations.
- Voices and influence: through centring women's voices and lived experiences and inclusion in social action, representation, decision-making.
- Systems change: through an intersectional approach of raising awareness and campaigning to change social norms, including men and boys, the community, professionals, government policies and laws.

Our whole-system approach is aligned with our values of collaboration and innovation, partnering with other statutory and non-statutory providers, to deliver a coordinated community and gendered response, improving access to services across the whole system, enabling consistency and continuity of support throughout a woman's journey.

Through our advocacy and awareness-raising work, we focus on systemic change and sustainable impact to meet women's needs and improve outcomes for them.

“ We got involved in the first place to change the system that routinely marginalised the needs of women and children, and we were all agreed, who were being failed by the system. **Bear Montique OBE and Beryl Foster OBE - Founders** ”



# ROLE DESCRIPTION

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## ORGANISATION

Advance Advocacy and Non-violence Community Education ("Advance")

## JOB TITLE

Chief Executive Officer

## REPORTING TO

Chair of the Board of Trustees

## PRINCIPLE RESPONSIBILITIES

- Build on the success and achievements in service provision, to lead Advance's continued development and growth
- Provide effective leadership to the staff and maintain Advance's core values
- Maintain and further develop strong networks and relationships with commissioners, funders, delivery partners and Government
- Review the current commissioning environment and opportunities available to Advance against our current Strategy and develop and execute a clear plan for the future / recommissioning
- Develop additional non-statutory funding sources to diversify our income and support innovation for services and systems change
- Manage the finances of the organisation, reporting to the Board on all matters relating to budgets, funding, HR, governance and procurement
- Support the Chair and Trustee Board as appropriate so that the strategy and projects are effectively implemented, and all legal and statutory requirements are met

No job description can cover every aspect of the post and the post holder is expected to carry out additional duties and responsibilities according to the needs of the organisation. Demonstrating agility and flexibility as a leader is a key requirement for this role



# DETAILED RESPONSIBILITIES

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## LEADERSHIP & STRATEGIC DIRECTION

- Provide effective leadership to the organisation, delivering our current strategy for 2023 – 2026 and leading the development of the next stage within our strategic cycle
- Role model motivational leadership for our volunteers, employees and board members, providing strong and effective direction for the charity to achieve its strategic aims
- Effectively communicate organisational goals, vision, values and strategy so people are compelled to work towards the same end
- Promote the aims, principles, policies, interests and well-being of the organisation and protect its integrity and reputation
- Be the lead spokesperson and an active and visible ambassador to external audiences
- Implement and adapt annual business plans, balancing growth with consolidation, capability and capacity
- Provide leadership to the Executive Team in which individual roles are clearly defined, but where a collective responsibility for key decisions and policies is also fostered so the team provides strong and effective direction to the charity

## PEOPLE AND CULTURE

- Ensure that Advance is a diverse, inclusive and fair organisation, and a fantastic place to work and volunteer, within a culture of respect and cooperation
- Be outwardly positive and optimistic about the future, creating a culture of empowerment and action
- Lead the capacity building for the charity, strengthening and investing in internal systems and staff to ensure our sustainability and success
- Create a vibrant culture of collaboration for different people and teams to work in purpose driven partnership, internally and externally
- Directly line manage the senior team - Director of People, Director of Finance & Operations, Director of Services, Director of Development & Insights, Head of Comms and Executive Assistant

## OVERSEE AND GUIDE THE WORK OF THE DIRECTOR OF PEOPLE TO ENSURE

- We develop and embed a people value proposition with equity, diversity and inclusion at its heart
- A positive, trauma informed, working environment, where staff feel valued, heard and empowered
- A performance culture, ensuring that performance information is used to drive service improvement
- A motivated workforce where development needs are met and contribute to the overall performance of the charity
- The development of our volunteer programme

## EXTERNAL AFFAIRS AND RELATIONSHIP MANAGEMENT

- Build and maintain effective networks both internally and externally to achieve the organisation's objectives
- Enhance Advance's reputation and raise awareness in the wider domestic abuse and criminal justice communities
- Build, maintain and develop effective relationships, at a senior level, with policy makers and key stakeholders, including statutory and voluntary partners and Government (local and national)
- Build on the network of partnerships that are the bedrock of our service delivery in all regions
- Deliver the systems change priorities, through campaigns and external communications plans, in line with our strategy
- Proactively consider ways in which Advance can work in collaboration with other like-minded organisations to achieve even greater impact for service users

## FUNDRAISING AND DEVELOPMENT

- Ensure that the organisation is adequately funded by overseeing the delivering of the Development, Fundraising & Communications Strategies
- Build strong relationships with existing funders and supporters, and new networks of donors to support our strategic priorities

## OVERSEE AND SUPPORT THE WORK OF THE DIRECTOR OF DEVELOPMENT AND INSIGHTS TO ENSURE THAT ADVANCE

- Maintains a clear, positive, proactive and regular dialogue with all significant funders
- Develops new funding sources – with a secure funding mix
- Maintains good governance of existing contracts
- Maintains and develops insights and regular evaluation of services to inform funders and service development.

## SERVICE DELIVERY

- Ensure that high quality services which can demonstrate impact and effect systems change are delivered by Advance
- Regularly review the organisation's quality and service and take steps to enhance quality and delivery

## OVERSEE THE WORK OF THE DIRECTOR OF SERVICES TO ENSURE

- The highest standards for service delivery and quality assurance within the organisation, including accreditation and contract requirements, so that Advance is compliant with its contracts
- The safeguarding of staff and service users
- The effectiveness of the Service User Advisory Council in supporting the development of innovative and ongoing service design and development

## OVERSEE THE WORK OF THE DIRECTOR OF FINANCE AND OPERATIONS TO ENSURE:

- A reliable and effective Finance function which includes financial planning, budgeting, day to day management, financial monitoring and reporting and planning for funding applications:
- A reliable and effective Operations function which includes governance, safeguarding, facilities management, IT/ Systems, estates and procurement

## STATUTORY RESPONSIBILITIES AND GENERAL COMPLIANCE

- Ensure Advance complies with all legislative and regulatory requirements
- Ensure that all risk assessments are thoroughly prepared and managed
- Advise the Board as appropriate of compliance issues relating to Company and Charity Law
- Keep up to date on legislation regarding domestic violence, the criminal justice system and any other matters that affect the projects
- Monitor any complaints and ensure they are dealt with in accordance with the complaints procedure
- Ensure all health and safety requirements are fulfilled

## TRUSTEE BOARD

- Work with the Board, supporting Committees to set direction for the Charity on:
  - People, Finance & Operations;
  - Services and Safeguarding; and
  - Fundraising, Development & Comms.
- Advise the Board on any changes in the wider environment that might impact on the service or organisation
- Fulfil the responsibilities of Company Secretary and deliver the AGM
- Present and report to the Board on the charity's performance, ensuring that appropriate processes monitor progress against strategic objectives

# SKILLS AND COMPETENCIES

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## ESSENTIAL

- A strategic leader with knowledge of the challenges of leadership in the Charity sector and experience of working within a high impact, values driven organisation
- Demonstrable knowledge and understanding of issues facing VAWG organisations in the current environment
- Proven track record of successful tendering for contracts and grants and developing plans to raise unrestricted income
- A strong track record in building resilient relationships and effective partnership working with external groups
- Demonstrable experience of delivering positive action oriented leadership and leading people effectively to deliver outstanding service
- Commercial acurmen with the ability to prepare and manage the delivery of budgets, monitoring progress against priorities and mitigating risks
- A confident communicator both orally and in writing

## DESIRABLE

- Knowledge of the legal and statutory requirements for charities and companies
- Knowledge of the key elements of effective monitoring and data collection
- Evidence of developing new projects, including assessing business risks
- Demonstrate a strong understanding of the issues facing women experiencing domestic violence and those involved with the criminal justice system
- Practical experience of providing support to vulnerable adults or children



# TERMS OF APPOINTMENT

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## SALARY

The salary for this role is £ 85 - 95,000 per annum on a full-time permanent basis.

## LOCATION

Hammersmith, London.

Hybrid working up to 2 days at home will be considered. Limited travel to other London and Southeast England locations required.

## PENSION

Standard 3% Employer Contribution

## ANNUAL LEAVE

30 days annual leave entitlement plus public holiday.

## ADDITIONAL BENEFITS

- Additional leave for International Women's Day, Religious Observance and Moving Home
- Enhanced maternity/adoption provision
- Access to our Employee Assistance Programme
- Access to Yoga/Meditation and many more activities on our wellbeing online platform
- Employee eye care scheme
- Perkbox

*This post is open to female applicants only as this is deemed a genuine occupational requirement under Schedule 9, Paragraph 1 of the Equality Act 2010. Advance is committed to equality and diversity and strongly encourages applications from women with diverse backgrounds and particularly those from Black and Minority Ethnic Communities.*





# HOW TO APPLY

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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 Erin Fuller at [erin.fuller@starfishsearch.com](mailto:erin.fuller@starfishsearch.com) and we will be happy to arrange a call. To make an application, please go to <https://starfishsearch.com/jobs/advance-ceo/> 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.

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.

**Closing date:** Monday 31st July 2023

**Preliminary interviews:** w/c Monday 7th August 2023

**Final Panel interviews:** w/c Monday 4th September 2023

