



CANDIDATE PACK
CHIEF EXECUTIVE

designability



WELCOME

Designability is at an exciting time in our development – we have big ambitions.

For over fifty years we have designed and made products for disabled people. Yet, we know the needs of disabled people are still not well served and there are still huge gaps in provision that we can fill.



We want to provide products and services which give disabled people solutions they want, not just what they need, to ensure they can live a life with more independence and fewer barriers.

Our focus must be to help a much wider range of disabled people with their mobility challenges. This includes providing our unique powered wheelchair for every young disabled child free of charge, developing innovative solutions such as our pushchair for wheelchair users and providing solutions to the challenges disabled drivers face in switching to electric vehicles.

We already have an ambitious three-year strategy in place and now we need an equally ambitious and exceptional individual to join us as our Chief Executive, to lead our talented team to deliver the substantial growth that we believe is needed.

You'll need energy and entrepreneurial flair. You will need to be passionate about our goals, our values and be equally excited about the scale of our ambition. You will already possess leadership experience, management skills and have a network in place to support you on this journey.

We have a great plan, a talented team and a dedicated Board of Trustees ready to support you. If you think that this is the role that you've been waiting for, talk to our appointed search partners at Starfish and find out more.

Thank you for your interest in Designability,

Jerry Marwood
Chair of Trustees



ABOUT DESIGNABILITY

Designability is a national charity that creates innovative products and services with and for disabled people, removing barriers and helping them to live with greater independence.

Our team of designers and engineers create life-changing, easy-to-use products to help disabled people tackle the challenges they face every day.

By using the principles of person-centred design, we listen to disabled people and co-design innovative products and services they can use, in the way they want. Everything we develop is done in response to what people tell us they need.

As a charity, our mission is to get the right products into the hands of those who need them – we've transformed over 300,000 lives to date. Our aim is for people to achieve greater independence and live the life they choose – goals that benefit all of society.

Our most well-known product is the Wizzybug, a powered wheelchair which we designed specially to provide very young children with independence, freedom of movement and fun. We provide them to families across the UK through our award-winning loan scheme which means that children can have one for as long as needed completely free of charge.

In the last year, our team has continued developing and testing a pushchair for wheelchair users, which will give disabled parents the freedom to enjoy independent mobility with their young child. In partnership with Motability Foundation, the national disability charity, we have produced design guidance to increase the accessibility of public EV charging infrastructure, so that around 1.4 million disabled drivers can transition over to an electric car.

Based in Bath, we are a charity with a surprisingly broad reach. Disabled people use our products around the world; across the UK (as far north as the Shetland Islands) and internationally, in countries including France, Norway, Israel and Australia.



OUR STRATEGY AND VALUES

VISION

A future where disabled people live the life they choose.

MISSION

To create equality of opportunity for disabled people by removing barriers to independence.

VALUES

Creative

We are innovative, inspiring, imaginative yet simple

Authentic

We listen and are honest, open, welcoming, respectful and informed

Practical

We are pragmatic, down to earth, professional and deliver on our promises

Ambitious

We create change, and are driven to make the world inclusive for disabled people

WHO WE HELP

Designability focuses its work on enabling disabled adults and children with physical impairments to be independent.

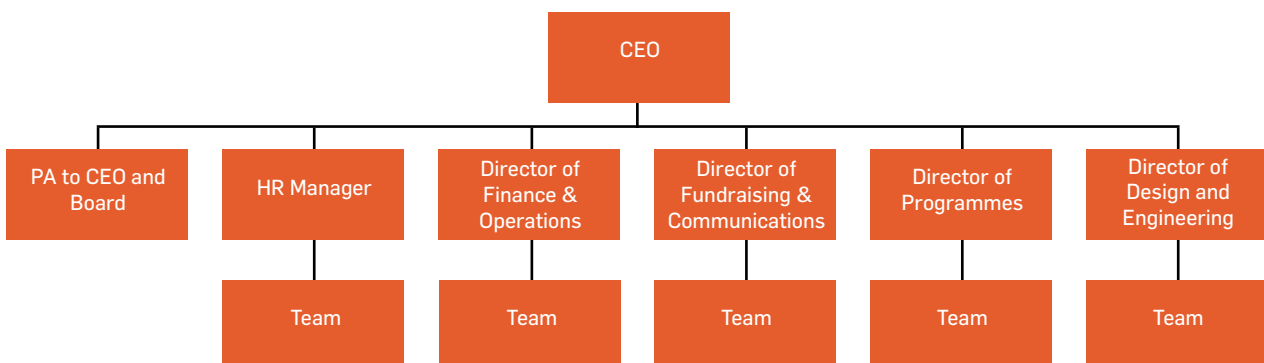
Our work is focussed on:

- Helping adults and children who have primarily physical disabilities.
- Providing solutions for disabled people's mobility challenges in our new product development.
- Product development, directly through our own products and indirectly by helping other product designers, retailers and manufacturers increase the accessibility of their products.

Our 2023-2036 strategy builds on the success of our first published strategy from 2019 and has been developed to ensure we deliver the greatest impact we can and are effective in helping disabled people with the challenges they face and the opportunities they meet in their day to day lives.

Read the full 2023-2026 Strategy document [here](#).

ORGANISATION CHART



JOB DESCRIPTION

Title: Chief Executive Officer (CEO)

Responsible to: Chair of the Board of Trustees

ROLE PURPOSE

The CEO leads the development and implementation of Designability's business strategy to deliver a sustainable and growing mix of voluntary and commercial income and to position the organisation as a leading designer, producer and innovator of products that make measurable impact on the lives of children and adults living with disability as well as their families, friends and communities.

Key External Contacts

- Beneficiaries/service users and customers
- Strategic partners and funders
- Individual and organisational donors and supporters
- Suppliers and commercial partners
- Regulators, e.g., Charity Commission, Fundraising Standards Board
- Media representatives

Key Internal Contacts

- Staff
- Volunteers
- Trustees

Financial Dimensions

- Responsible for the overall income and expenditure budget, currently c£2.5million, 37 staff members.

KEY AREAS OF RESPONSIBILITY

Strategy development

Leading the development and implementation of the charity's business strategy in alignment with the direction and ambition set by the trustees and with the meaningful involvement of all stakeholders. This will involve:

- Work with the Board to maintain a sustainable forward business plan that enables Designability to achieve maximum impact in pursuit of its charitable objectives and mission;
- Lead the implementation of the strategy, including reviewing progress against the plan and set appropriate targets;
- Oversee the translation of strategic objectives into achievable operational plans and individual work programmes;
- Define and secure the resources (human, material and financial) needed to operate effectively;
- Keep abreast of developments affecting the governance of charity operation and innovation in the development of products and services to support children and adults living with disability.

Research, New Product Development and service delivery

To oversee the continual evolution of Designability's expertise in the field of design, development and the launch of products that achieve measurable impact on the lives of disabled children and adults. This will involve:

- Championing a culture of innovation in the identification of product ideas and proposals;
- Ensuring that all design and innovation work is founded upon the engineering science of what works and is informed by the effective engagement and involvement of the intended beneficiaries;
- Ensuring that Designability is able to evidence the impact of the products, value of the services provided and the impact of its work;
- Ensuring all strands of work are supported by the appropriate business case and that it is adequately planned and resourced;
- Maintaining and protecting Designability's property and copyright;
- Develop all products and services to meet appropriate quality and safety standards and directives;
- Oversee grant funded research work and consultancy work which meet the organisation's objectives

Business development, fundraising and donor relationship management

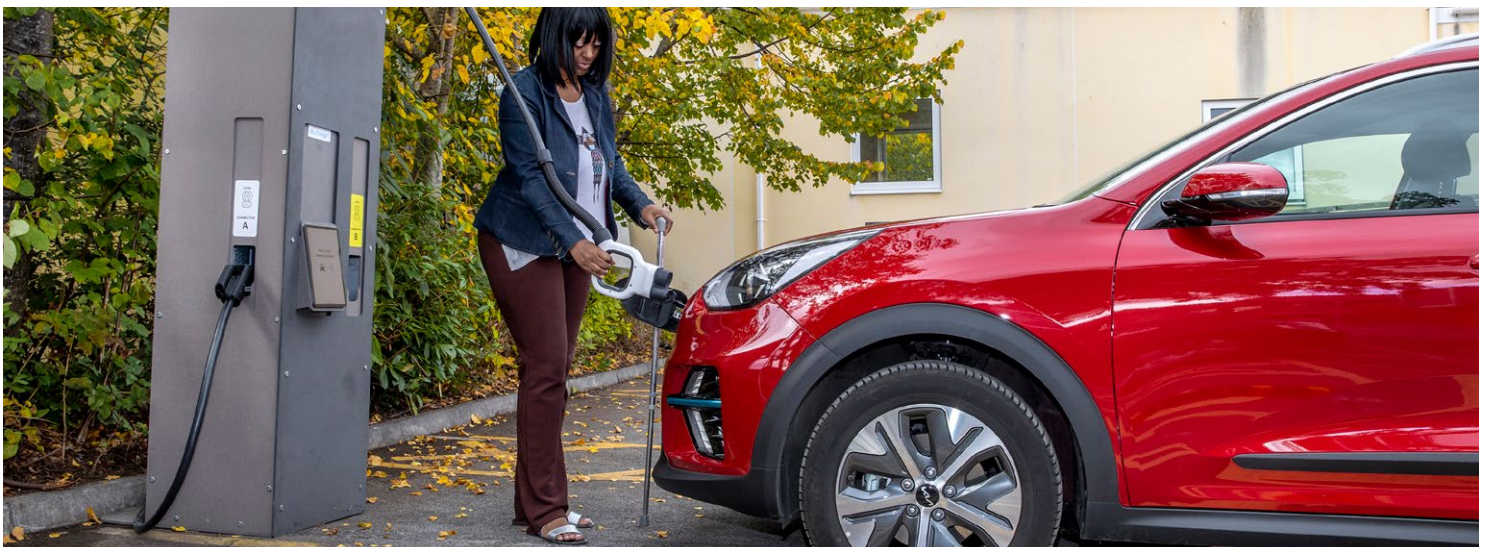
To take overall responsibility for the forward fundraising strategy that combines voluntary donated income and the commercial trading of products and services. This will involve:

- Developing income generation strategies to maintain and enhance the level of funding from an optimum mix of income streams, including grants, voluntary donated income and the sales of products and services;
- Developing and building effective relationships with partners, supporters, funders and potential customers to maximise opportunities for income generation;
- Developing commercial relations with manufacturers and 3rd party sellers to ensure effective route to market
- Oversee the production of grant applications and the development of commercial propositions;
- Exploring and exploiting social enterprise opportunities as fits the pursuit of Designability's strategic objectives;
- Ensuring appropriate internal CRM measures are in place, particularly the 'thanking' of donors.

Marketing and promotion

To position and represent Designability in the markets and networks where having profile aids the delivery of business objectives. This will involve:

- Maintaining effective relationships with funders
- Seeking opportunities to expand and promote the role of the charity;
- Maintaining effective relationships with relevant media publications and digital platforms;
- Overseeing the production of appropriate marketing collateral, including the website, that is accessible to the intended audience;
- Representing the charity in public in for example, conferences and policy forums, social media and other relevant external channels.



Governance

To ensure that the Board of Trustees is enabled to deliver on their responsibilities and that the organisation operates in compliance with relevant legislation and statutory reporting requirements. This includes:

- Supporting the Trustees in the performance of their duties through timely and accurate reporting;
- Attending Board meetings and reporting on agreed objectives and performance;
- Making decisions within the authority delegated by the Board, taking account of legal duties;
- Overseeing the preparation of the annual Board report, statutory accounts and returns to the Charity Commission.

Finance, administration and performance management

To maintain and develop the business operation that enables Designability to utilise its resources to best effect and ensures Trustees comply with relevant charity and workplace regulation.

- Monitoring and reviewing performance across all aspects of the operation, e.g. programme and project delivery, financial management and performance management of staff;
- Preparing and managing the charity's annual financial budget, expenditure forecasts and income generation targets;
- Ensure that the charity has the appropriate policies, procedures, systems and processes in place and that they are understood and adhered to.

People management and team working

To lead and maintain the open, collaborative and high-performance working culture that enables Designability to achieve its business objectives. This will involve:

- Championing and modelling the professional integrity of Designability;
- Manage and support direct reports to maximise their personal contributions;
- Provide clear vision and direction for all staff and volunteers about their role, objectives and how each strand contributes to business strategy;
- Co-ordinate the annual staff appraisal programme and ensure clear and effective staff development plans are in place;
- To motivate and evolve a forward workforce development plan.



PERSON SPECIFICATION

ESSENTIAL EXPERIENCE

- Senior-level strategic management responsibility for a charity, other not-for-profit organisation or commercial business
- Lead responsibility for, or substantial involvement in, fundraising/business development and external relationship management in pursuit of business objectives and income targets
- Responsibility for managing standard financial and operational management practices and processes, e.g. project planning; staff management; change management; performance management; managing financial information
- Commercial acumen and entrepreneurial skills, identifying and assessing opportunities and risks
- People, values and culture leadership, team integration
- Partnership working (strategic/collaborative), and influencing

DESIRABLE EXPERIENCE

- Experience of working within a related field or sector, e.g. product design and development, health, disability;
- Experience of growing and developing SMEs/charities utilising a mix of voluntary and commercial income streams.

SKILLS AND ABILITIES

- Leadership and people-management ability that inspires and motivates others, creating inclusive culture and values led leadership style
- Ability to articulate strategic vision and translate this to operational objectives
- Planning and organising skills in order to produce operational plans, manage projects and establish appropriate organisational business processes;
- Empathy and social skills in order to build effective working relationships with others, e.g. beneficiaries, funders, donors, decision makers and staff members;
- Effective negotiating, influencing and persuasion skills at the highest level;
- Excellent oral, written communication and presentation skills including the ability to present in public with gravitas;
- Effective team-working and collaboration skills;
- Financial and business acumen (assessing opportunities and applying resources effectively)

SPECIAL CONDITIONS

- Willingness to undertake work outside normal office hours and to travel as required within the UK;
- Undertake other duties as may be required from time to time.



TERMS OF APPOINTMENT

SALARY

c£95,000 per annum on a Full time i.e. 37.5 hours (substantial part time considered, i.e. minimum 30 hours per week), permanent contract.

CONTRACT

Full time i.e. 37.5 hours (substantial part time considered, i.e. minimum 30 hours per week), permanent

LOCATION

Hybrid working (2 days per week in our premises in Bath)

PENSION

All employees are eligible to join the Defined Contribution (DC) scheme operated by AVIVA and are enrolled automatically into the DC scheme upon commencement of employment at a default contribution rate of 6%. In addition, Designability will contribute 8% of pensionable pay into this pension plan. Employees can choose to increase or decrease their contributions. Designability will reward higher employee contributions of 1% with a match of 1.5% up to a maximum employee contribution of 10% at which point Designability is contributing an additional 14% into the pension plan.

BENEFITS THAT COME WITH WORKING FOR DESIGNABILITY

Looking after its employees is important to Designability – supporting everyone to be happy and healthy means that we live our values of being creative, practical and inclusive and in turn meet our mission to enable disabled people to live with greater independence.

To find out what benefits we currently offer to our team, please visit:

<https://designability.org.uk/benefits-that-come-with-working-for-designability/>

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 Juliet.Brown@starfishsearch.com or Hannah.Chapman@starfishsearch.com and we will be happy to arrange a call.

To make an application, please go to <https://starfishsearch.com/job-search/designability-ce/> 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 9th October 2023
Preliminary interviews (online)	w/c 23rd October 2023
Final Panel interviews (Bath)	Monday 20th November 2023