



# Candidate pack for **Director of Finance and Operations**



# Welcome from our CEO

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Dear Candidate,

We are the UK's cycling charity.

Our journey began in 1878, and we still ride towards the same goal: We enable and inspire people from all backgrounds and abilities to experience cycling's joys and benefits. We speak up for all who cycle to make sure it's a safe and easy choice for everyone to travel, explore and have fun.

We are powered by our heritage and expertise, and the passion of our supporters, campaigners, partners and 70,000 members. We strongly believe that more people cycling benefits us all, helping to create happier, healthier and greener lives.

Over the past five years Cycling UK has gone from strength to strength. Our ground-breaking behaviour change programmes now reach more than 100,000 people a year in diverse communities across England and Scotland. Not only has Cycling UK grown, both in terms of income and staff team, but we have transformed and professionalised our organisation, investing in our digital infrastructure, our processes and systems, and in our staff skills and culture.

We are now one year into our ambitious strategy, and this is an exciting time to join our charity as Director of Finance and Operations. We have strong foundations in place and this role will be vital in building on our successes and taking our charity to the next stage in its development.

We see huge opportunities ahead to ensure that cycling is at the heart of both government policy and individual behaviour across all four UK nations. We know we need to continue to be adaptable and future-facing in order to grasp the opportunities and avoid the pitfalls ahead. This role is crucial to ensuring our future planning and organisational effectiveness.

You don't need to be a cyclist to work at Cycling UK, but you do need to have a strong commitment to our work. Our leadership team is a close-knit and supportive group, and we are keen to welcome someone who will provide expertise and challenge, who is confident giving and receiving feedback, and who shares our passion for making our organisation brilliant and for continuous learning.

Whatever your background, whether or not it's in the charitable sector, we want you to bring energy and commitment to delivering our mission, increasing our reach and ensuring our sustainability.

I look forward to hearing from you,



**Sarah**  
**Chief Executive Officer**

# Introduction to Cycling UK

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## Purpose of the role

Cycling UK proudly represents a community of over 70,000 members, united by a shared belief in the power of cycling to build a healthier, happier, and greener society. We champion our members' voices at the highest levels, influencing policy, campaigning for better cycling rights, and working to make cycling safer and more accessible for all. Through our work, we inspire millions to discover the benefits of cycling. In return, our members enjoy expert advice, valuable discounts, insurance cover, and a sense of belonging within a vibrant, passionate community.

This is a crucial role within the senior leadership team, working together to deliver an ambitious strategy with the required resources, and supporting a cohesive organisational culture.

The postholder will be responsible for Cycling UK's internal functions, supporting the effective delivery of its **2024 – 2029 strategy** and sets out how we aim to create happier, healthier and greener lives through cycling.

The postholder will also be the charity's Company Secretary.

This leadership role oversees four core business-partnering teams, as well as the organisation's strategic planning. These teams are:

Finance – Strategic financial planning; investment strategy; business partnering; support with bids and contracts; management accounting.

Digital – All digital infrastructure and hardware; development of and support for website and applications; data management and data security.

Programme management – Developing and overseeing delivery of the strategy, including multi-year business plans and budgets; project management support; business systems development; annual business planning; and organisational performance management.

Governance – Overseeing and continuously improving the charity's governance; ensuring compliance with all legal and regulatory obligations; supporting and ensuring risk management; operational support for the trustee board.

# Role description

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## Senior leadership team (SLT)

- Play an active role in this leadership team and role model our organisational values.
- Work closely with senior colleagues in regular face-to-face and online meetings, taking part in team coaching and giving and receiving feedback.

## Finance and legal

- Oversee the development and implementation of a financial strategy by the Head of Strategic Financial Planning and Control to support Cycling UK's organisational strategy, including multi-year financial forecasts, scenario and contingency planning and reserves policy.
- Contribute a financial and organisational design perspective to all strategic discussions to support board and SLT decision-making.
- Oversee the work of the Head of Strategic Financial Planning and Control in producing the annual budget, management accounts, annual report and statutory accounts and in supporting funding proposals and reporting.
- Support the Head of Strategic Financial Planning and Control to ensure the charity has the systems and controls to deliver robust financial governance and value for money.
- In collaboration with the Commercial Director, support the negotiation of major contracts, including those relating to the charity's insurance products.
- Oversee tax-related strategy, in particular Gift Aid claims.
- Ensure the charity is compliant with all relevant company law and regulation. Liaise with HMRC, Charity Commission, Companies House, regulators and auditors as required. Responsible for liaison with legal advisers.

## Governance

- Act as the charity's Company Secretary ensuring compliance with all legal and regulatory matters.
- Work with the CEO and Chair to prepare board and committee agendas and continuously improve the effectiveness of the charity's governance.
- Oversee the Programme Management and Governance team's delivery of high quality and well-supported board and committee meetings and papers in support of the SLT and Board.

## Programme management

- Oversee and support the Head of Programme Management and Governance to deliver an effective business planning process aligned to the annual budget, multi-year plans and strategic objectives.
- Support the Head of Programme Management and Governance to provide the board with the information it needs to review the strategy and monitor the key performance indicators for the charity.
- In collaboration with the SLT support the board to identify strategic risks, establish appropriate risk management plans and regularly review.



## Digital services and IT systems

- Oversee the work of the Head of Digital to ensure that Cycling UK operates a privacy-first culture, and that the charity's IT infrastructure and support meets the organisation's needs, by providing robust systems and protection against cyber threats.
- Oversee the work of the Head of Digital in leading the development and implementation of the charity's digital strategy.
- Support the Head of Digital's development and embedding of the Dynamics 365 CRM system, ensuring it's adopted across the organisation.
- Act as the Data Controller and ensure that the organisation is compliant with all relevant data protection legislation.

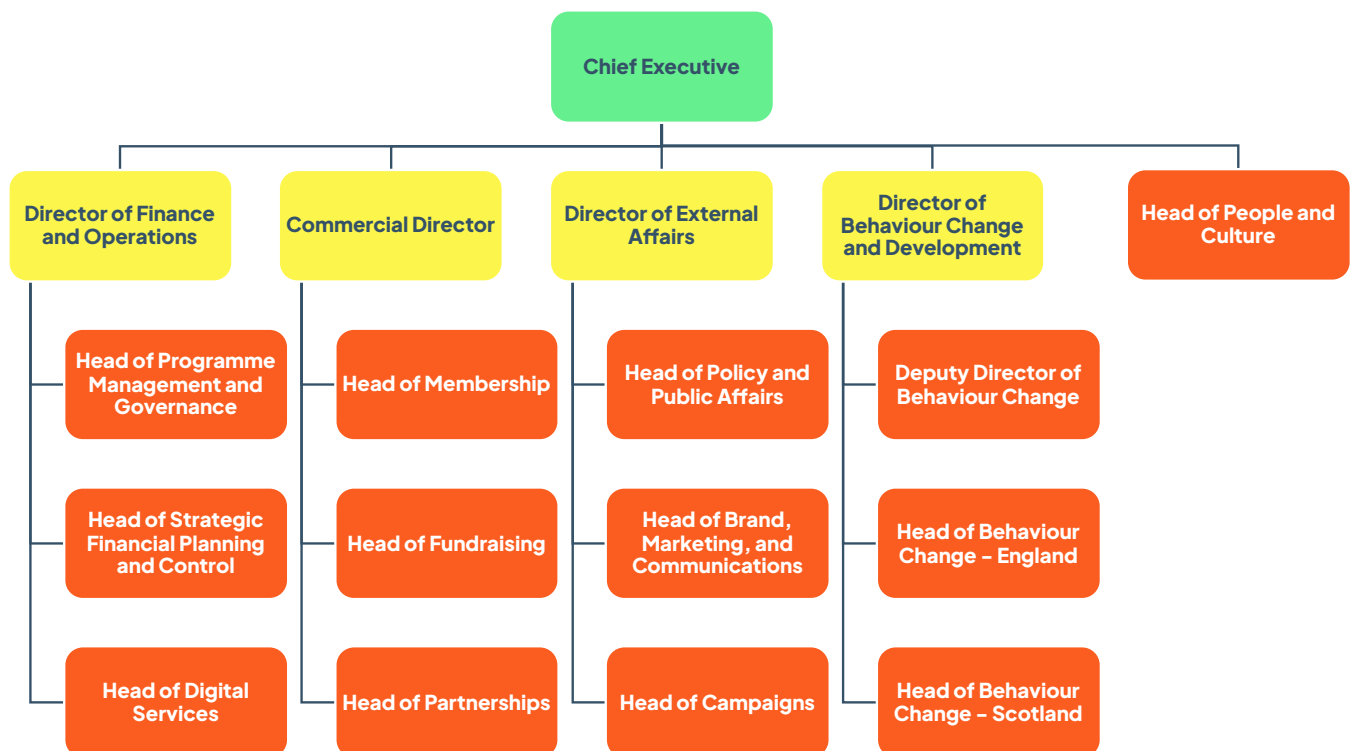


## Estates management

- Ensure the charity has an estates strategy which provides the office space and facilities needed for staff to work at their best, and which are good value for money;
- Work with the senior leadership team to plan long-term estates requirements in line with our organisational values and strategy.

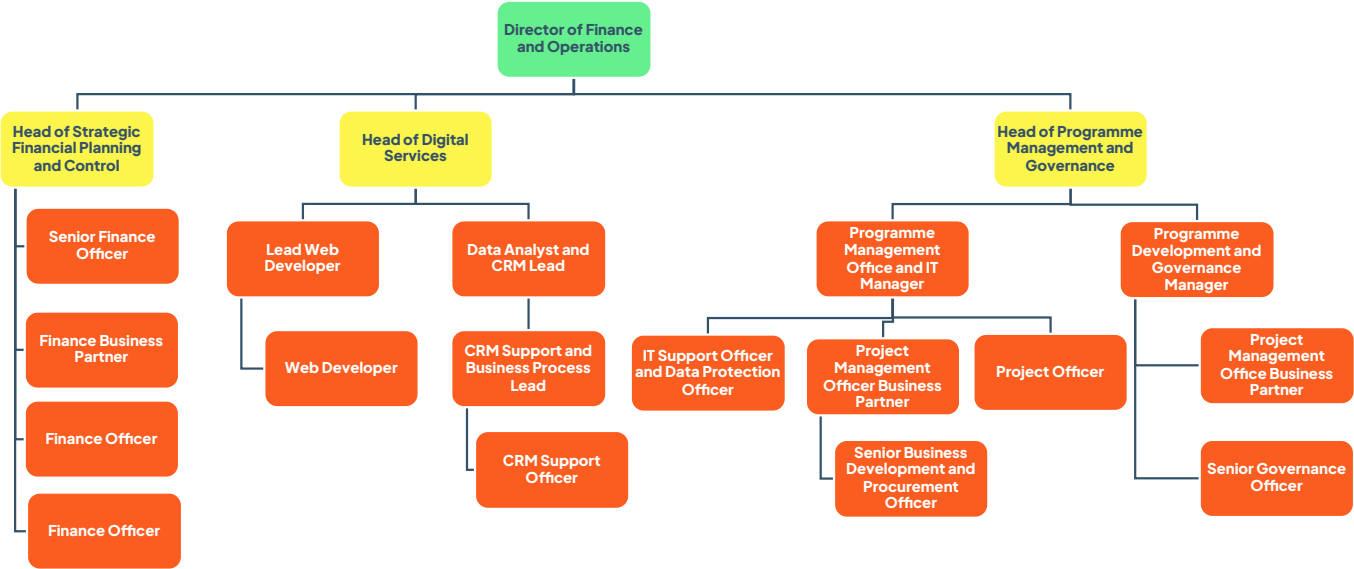
This is a description of the job as it is presently constituted. It is the practice of Cycling UK to examine job descriptions from time to time and to update them to ensure they relate to the job as then being performed, or to incorporate whatever changes are being proposed. This will be conducted in consultation with you. It is our aim to reach agreement on changes, but if agreement is not possible, Cycling UK reserves the right to insist on changes to your job description, after consultation with you.

## Senior Leadership and Leadership team





# Operations Team



# Person specification

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Cycling UK is fully committed to the principles of equality of opportunity and is responsible for ensuring that no job applicant, trustee, employee, volunteer or member receives less favourable treatment on the grounds of age, gender, disability, race, ethnic origin, nationality, colour, parental or marital status, pregnancy, religious belief, class or social background, sexuality or political belief.

## Qualifications and knowledge

### Essential

- Recognised chartered accountancy qualification. Strong understanding legal compliance and regulation.

### Desirable

- Evidence of continuous professional development.

## Experience

### Essential

- A senior finance position in an organisation with >£10m turnover.
- High level of comfort with developing and analysing financial strategy.
- Leading a high-performing team of subject-matter experts.
- Working effectively with a board of trustees.
- Clear and concise verbal and written reporting to trustees.
- Effective risk management.

### Desirable

- Experience of leading or working closely with the other functions within the role – digital service, IT, governance, organisation-wide planning, office management and facilities.
- Business planning in a large organisation.



## Skills and attributes

- Confident leader able to inspire and motivate teams.
- Effective communicator able to clearly explain complex issues to a lay-audience.
- A collaborative team player able to give and receive feedback.
- Strong interpersonal skills.
- Commercially astute.
- Appetite to work in a non-profit setting.

## Other

- Support for our mission and vision.
- Ability to demonstrate and apply the Cycling UK values.
- Commitment to equality, diversity and inclusion and its active promotion.
- Willingness to do occasional travel and evening meetings.
- Good understanding of the benefits of cycling for everyday journeys, leisure and adventure



# Terms of appointment

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## Salary

The salary for this role is circa £90,000 per annum on a full-time permanent basis.

## Location

This is a hybrid role, with in person SLT meetings taking place mainly in London and the Southeast, whilst recognising the charity is a national charity.

## Pension

Scottish Widows automatic enrolment salary sacrifice scheme and Cycling UK offers up to 5% matched gross employee contributions. The statutory minimum that every employer must pay is 3%. Cycling UK has chosen to uplift this to 5% to match employee contributions.

## Annual leave

A generous amount of 27 days annual, plus 8 bank holiday days (pro rata for part-time staff) with the option of buying an additional week.

## 2 Wellbeing days

Two paid days (pro-rata for part-time staff) per year can be used as Wellbeing days each year to recharge and to take time to do those tasks needed outside of work

## Additional benefits

Please [click here](#) to view benefits.





# 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 Chris Milo at [chris.milo@starfishsearch.com](mailto:chris.milo@starfishsearch.com) and we will be happy to arrange a call. To make an application, please go to <https://starfishsearch.com/jobs/cycling-uk-dir-fin-ope/> 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 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:** Friday 25th July 2025

**Preliminary interviews:** w/c 4th August and or w/c 11th August 2025

**First stage interviews and stakeholder sessions:** w/c 18th August 2025

**Final Cycling UK Panel interviews:** w/c 8th September 2025

