



CANDIDATE PACK FOR THE CHIEF EXECUTIVE OFFICER

WELCOME

Dear Applicant

Thank you for your interest in becoming the next Chief Executive of Stratford Town Trust. Stratford Town Trust plays a crucial role in supporting people who live, work or study in the town. Guided by our values, we do this through the grants that we award to charities and voluntary organisations, and also through our valuable community assets, including our Community Hub, the bandstand, Rother Street Arts House, Stratford upon Avon Local Nature Reserve, Rowley Fields, the Community Orchard and the Guild Chapel.

Our new Chief Executive will join at an exciting time where they will have the opportunity to shape and deliver our next five-year strategic plan. They will lead us forward into our next phase and deliver our vision of creating a vibrant and connected community in Stratford upon Avon.

We are looking for an experienced and visionary leader who recognises the importance of our work and can see clear potential and opportunity to elevate our impact for people and families who live, work and visit Stratford. You will bring a track record of strategic leadership gained in an organisation of at least our size and will be comfortable managing a multimillion-pound budget and diverse asset portfolio.

You will work with a dedicated Board and highly motivated team and will bring strategic leadership, negotiating and influencing skills, with the ability to be externally facing whilst actively leading, supporting and guiding a capable team internally. Your expert stakeholder skills will be invaluable in helping us to realise our ambitions.

You do not need to come from a grant making background, although an understanding of how to deliver social impact in a community such as ours would be particularly valuable in this role. If you feel you bring the skills and experience, we are looking for and share, we very much look forward to hearing from you.

The Board of Trustees



ABOUT STRATFORD TOWN TRUST

Whilst our history stretches back to the 13th Century, Stratford Town Trust itself is relatively young. Established as an independent charity in 2001, we continue to grow and seek new and exciting ways to connect with and support communities across our town.

We are a grant giving charity that derives our income from the properties and funds of two charities, the Guild and College estates, whose origins go back to the 13th Century. Read more about [our history](#).

We usually award over £2million each year to support charities, organisations, projects, events, groups, clubs, schools and individuals across Stratford upon Avon to do incredible things for our community.

From small grants of up to £1000 to larger and multi-year grants, we fund, engage and empower people to realise their aspirations and make a difference. We prioritise our [grants to maximise our impact in the town](#).

We run a wide range of community development activities and events throughout the year to build relationships and put us at the heart of our town to make sure we are responding to local need. We also hold a number of events just for our members bringing them closer to our work and giving them an opportunity to meet us and each other.

Find out more about our work in our 2024 Annual Review [here](#).

OUR VISION AND VALUES

Our vision is to create a vibrant and connected community in Stratford upon Avon.

We will achieve this by maximising our assets and working in partnership to enhance the quality of life for the people of Stratford upon Avon.

OUR VALUES

We're approachable

We communicate openly and honestly

We're resourceful

We work collaboratively and creatively to achieve our goals

We act with integrity

We care about each other and the decision we make

We're forward thinking

We support innovation, take a measured view, and create an environment that enables change

THE DIFFERENCE WE MAKE

Through our grantmaking, we commit to being:

1. A participatory grant maker – genuinely working with the broader community and bringing them into our decision making and leadership work.
2. An empowering organisation – building skills, capacity, and raising aspirations across our community
3. A grant maker with a human approach that is centred on the aspirations and hopes of the community and assets present across our community
4. A grant maker that understands its reach and data to make better decisions around:
 - Who and what is funded
 - Geographic variations in engagement and access with a bespoke approach in engagement
 - Themes and trend analysis to understand how our funding is evolving
5. An organisation that champions and celebrates diversity. We will commit to inclusive funding practice in how and what we fund.

Through Community Engagement and relationship building we commit to:

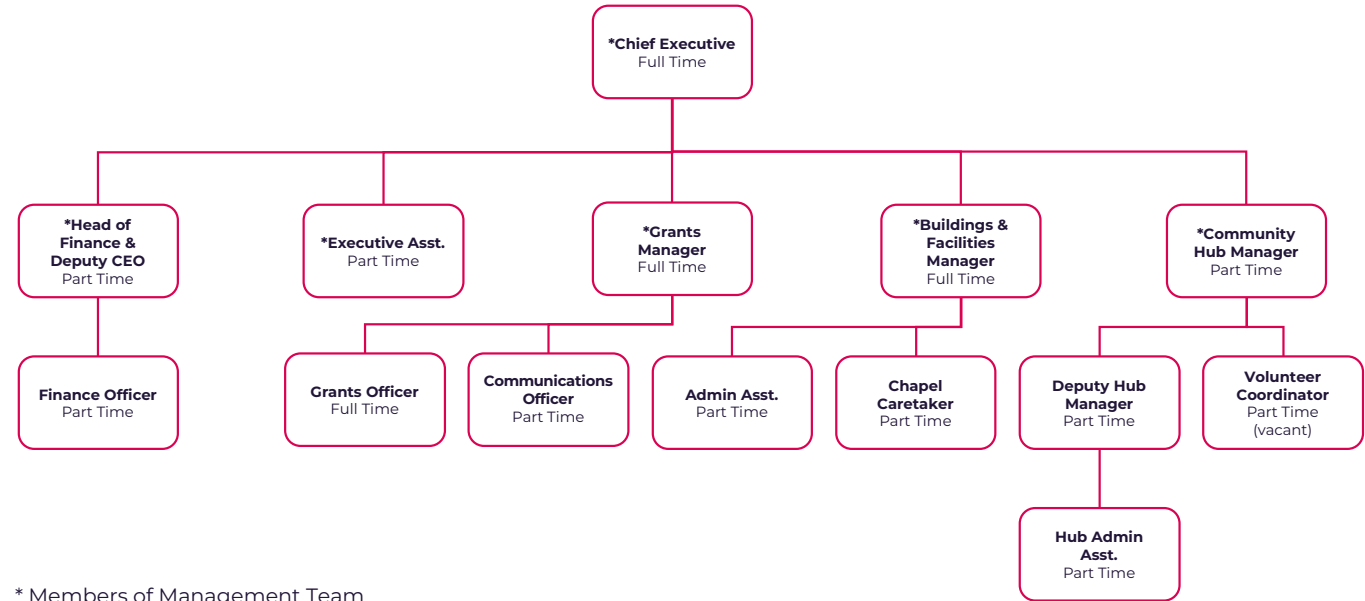
1. Championing our Community Hub in person and digitally.
2. Creating meaningful and sustained relationships with our beneficiaries
3. Maintain direct engagement with our members
4. Provide a positive experience for Guild Chapel visitors and volunteers
5. Enabling widest possible access to our green spaces, Church Lane Allotments, Rowley Fields and Stratford Local Nature Reserve
6. Being a thoughtful and considerate landlord for our commercial and residential tenants.

Through our commitment to Placemaking we will:

1. Be an advocate by actively promoting place making to other delivery partners in sharing examples and demonstrating the wider benefits to the community and the town
2. Work with partners and the community to deliver and sustain place making initiatives to targeted neighbourhoods within Stratford upon Avon
3. Prioritise work in our green spaces, Rowley Fields, Church Lane Allotments and Stratford Local Nature Reserve to promote people's health, happiness, and well-being
4. Enable place making through our discretionary grant making by allocating a percentage of funding each year to localised/neighbourhood centred grass roots initiatives.
5. Work with others including Stratford District Council, Stratford upon Avon Town Council, Shakespeare Birthplace Trust, Royal Shakespeare Company and Stratforward to curate a town centre offer that is sustainable, relevant and unique.



OUR TEAM



JOB DESCRIPTION

Reports to: The Board of Trustees

JOB PURPOSE

The Chief Executive will provide inspirational and compassionate leadership to ensure Stratford Town Trust delivers its mission, vision and strategic goals as a high performing organisation with a focus on achieving impact for the people of Stratford. The Chief Executive will work with the Chair and Trustees to ensure continuous improvement through setting and delivering clear strategic direction, leading and developing the staff team, upholding the highest standards of governance and compliance, and acting as the Trust's principal advocate in the community - safeguarding its reputation and sustainability.

KEY RESPONSIBILITIES

Strategic Leadership

- Lead the design and delivery of the Trust's strategy, ensuring that our mission, vision and values are integral to the delivery of our outcomes.
- Ensure the working culture and environment inspires and supports staff and volunteers to achieve the most impact for Stratford and is responsive to change, and attracts, develops and retains brilliant staff at all levels.
- Ensure effective governance, resource and asset management in line with the Charity Governance Code and the Trust's objects and internal policies.

Financial & Asset Stewardship

- Alongside the Head of Finance, ensure a rigorous approach to financial management and budget setting and ensure long-term financial stability.
- Identify and pursue opportunities for sustainable income generation from investments and property assets.
- Maintain responsible and transparent use of resources, including the annual grants distribution.

Operational & People Leadership

- Provide visible, committed and compassionate leadership to staff, supporting professional development and wellbeing, ensuring everyone has the skills and experience they need to deliver the strategy.
- Line manage the management team, providing inspiring and empowering leadership.
- Ensure the policies, systems and processes that are in place are fair and relevant and enable efficient, compliant and consistent operations.
- Foster a collaborative and attractive organisational culture that reflects the Trust's values and the external context with a focus on enabling the team to achieve the most impact for the people of Stratford.

Grants & Community Impact

- Alongside the Grants Manager and Community Hub Manager, lead the Trust's strategy and approach to grantmaking and community impact, ensuring they are inclusive, accessible and impact driven.
- Work with staff, Trustees and community stakeholders to identify unmet needs in the community and opportunities for collaboration with partners to develop responses to these.
- Enable effective monitoring and evaluation of the Trust's outcomes and impact, ensuring our work is making a measurable and sustainable difference.

Governance & Compliance

- Work with the Board of Trustees to ensure Trustees access advice, development and training to enable the effective management of the Trust and identify and respond to skills gaps as required.
- Support Trustee development, training and governance reviews.
- Ensure Trustees and sub-Committees have timely and appropriate access to reporting on the strategic performance, financial health and organisational effectiveness of the Trust.
- Ensure compliance with charity law, regulation, safeguarding and risk management obligations.

Reputation & Advocacy

- Represent the Trust publicly across media, partners, government bodies, funders and the local community with credibility, centring our values and promoting compassion and inclusivity.
- Attend and contribute to events, providing inspirational and visionary promotion of the Trust's activities and impact. This may include some evenings and weekends.
- Protect, promote and enhance the Trust's reputation, ensuring it remains a trusted and valued organisation.



PERSON SPECIFICATION

KNOWLEDGE AND EXPERIENCE

- Proven leadership in the charitable sector, with a successful track record of operating in a senior executive role.
- Strategic planning expertise, with evidence of translating vision into actionable, measurable, and impactful plans.
- Strong financial acumen, including budget management, financial oversight, and the ability to interpret and act on complex financial information.
- Experience of building and maintaining strong stakeholder relationships, including with funders, community groups, statutory bodies, and partner organisations.
- Track record of leading, developing, and inspiring high-performing teams, with a values-led and empowering leadership style.
- Experience of delivering organisational change, including shaping and embedding culture to support strategic goals.
- Experience of business development, and of securing and diversifying income streams.

SKILLS AND ABILITIES

- The ability to plan strategically and resourcefully to maximise the benefit to Stratford Town Trust and the people of Stratford.
- Creative and innovative with the ability to identify and grasp opportunities and judgement to balance risk effectively.
- The ability to lead and bring out the best in a small team with a collaborative, motivating and inspiring approach.
- Excellent communication, networking and influencing skills with the ability to build trust, advocate effectively, and engage diverse audiences with openness and clarity.

STYLE AND BEHAVIOURS

- Values-led and purpose-driven, demonstrating compassion, integrity, and a deep commitment to Stratford Town Trust's mission and the communities it serves.
- A passion for social justice, and a strong belief in the value of diversity as a foundation for strong organisations, communities and society.
- Collaborative and inclusive, building strong working relationships with Trustees, staff, and external partners.
- Flexible, adaptable and confident in leading change, responding effectively to emerging challenges and opportunities.
- Approachable, credible and trustworthy, creating a culture of openness, respect and mutual accountability.

TERMS OF APPOINTMENT

SALARY

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

LOCATION

Stratford upon Avon

Hybrid, a minimum requirement of three days a week in the office.

PENSION

6% Employer Contribution to a Group Personal Pension

ANNUAL LEAVE

28 Days plus Bank Holidays

ADDITIONAL BENEFITS

Free onsite parking

Employee Assistance Programme



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 Erin.Fuller@starfishsearch.com and we will be happy to arrange a call. To make an application, please go to <https://starfishsearch.com/jobs/stratford-town-trust-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 responds to the following:
 - Tell us why the work of Stratford Town Trust resonates with you and how our work aligns with your values.
 - We play a critical role in delivering social impact across Stratford's diverse community. How will your leadership experience prepare you for designing and delivering our future strategy and community impact?
 - We are a small team with a positive working culture. How have you fostered and supported a healthy, engaging and values-led culture in your teams or organisation?

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: Monday 3rd November 2025

Preliminary interviews: w/c 24th November 2025

Final Panel interviews: 12th December 2025

