

LEARNING & WELLBEING OUTDOORS

CHIEF EXECUTIVE OFFICER

30 hours per week

Salary £38-£42k (pro rata) per annum

12 months' initial contract with potential to extend to permanent

Based at Aberystwyth office + some home working

Tir Coed connects people with land (Tir) and woods (Coed) by delivering outdoor training, learning and wellbeing programmes across Carmarthenshire, Ceredigion, Pembrokeshire and Powys. We have been established since 1999 and are deeply rooted in the communities we serve.

We now seek a new Chief Executive Officer.

As a creative strategist with exceptional leadership skills, you will have a detailed understanding of the challenges faced in rural Wales and the Welsh policy context. An excellent communicator and ambassador, with the ability to inspire, influence and collaborate well with stakeholders and partners, you will be passionate about championing the charity's mission, vision and values and have the skills to support Tir Coed's long-term resilience.

The role focuses on leading and developing Tir Coed's team of 30 staff, increasing the charity's impacts, delivering on strategic ambitions, building on and celebrating successes and ensuring that the charity fulfils its statutory and contractual responsibilities, while delivering effective outcomes for people and the environment in rural Wales.

Working for Tir Coed film: <https://www.youtube.com/watch?v=8QQ26FUtUwc>

We warmly welcome all applicants with the relevant skills for the role, regardless of age, background, disability, race, sexuality or gender and will consider job-share for this role.



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TO APPLY

Please submit a CV and covering letter by 5 pm on the 17th July to admin@tircoed.org.uk, explaining how your skills and experience meet our requirements. For more information on the role before applying please contact CEO Ffion Farnell: ceo@tircoed.org.uk.

JOB SPECIFICATION:

STRATEGIC DIRECTION

- Work closely with and support the Board of Trustees and the Senior Management Team in setting the strategic direction and delivering and reviewing against agreed objectives.
- Provide the overall strategic leadership to the charity, including its development and maintenance of long-term and short-term objectives. Maintain awareness of risks and changes in the external environment that affect the charity.
- Deliver the charity's business plans.
- Promote the charity at regional and national levels.
- Adopt a coordinated approach to funding negotiations to ensure the sustainability of the charity and its expansion.
- Create a high-performance culture within the charity, and inspire leadership and accountability.

GOVERNANCE

- Provide regular reports to the Board of Trustees and attend trustee and sub-committee meetings, ensuring that Board members are kept fully informed of the activities of the charity.
- Provide comprehensive information to support the Board of Trustees in its governance and decision-making role.
- Coordinate the production of an annual report.
- Ensure that the charity fulfils its legal, statutory and regulatory responsibilities.
- Ensure that the charity prepares, delivers and monitors its business plan and strategic plan.
- Manage organisational risk registers.
- Be the Health and Safety and Safeguarding lead



- Regularly review Health and Safety and other processes.
- Keep up-to-date with, and understand, legislative changes – particularly in relation to GDPR, Charity Commission Regulations and Charity Law, Environment (Wales) Act.

FINANCE AND INCOME GENERATION

- Work with the Board of Trustees and senior managers to agree a long-term funding strategy to maximise income for the charity from all sources, to develop and sustain the service.
- Deliver an income strategy, resulting in robust financial resources to drive the charity's vision.
- Work in collaboration with the Board of Trustees and the Finance Director to ensure financial viability and accountability through accurate financial information and appropriate oversight.
- Establish and monitor key indicators of the charity's financial health.
- Drive and diversify revenue streams, including primary purpose trading, and capitalise on opportunities whilst ensuring excellent service delivery.
- Work in collaboration with the Finance Director and Trustees to identify and secure grant funding for long-term development, core funding, and specific projects.
- Negotiate funding for the charity with statutory agencies and make applications to grants, trusts and other funding sources as appropriate.
- Work in collaboration with the Finance Director to produce an annual budget and cash flow analyses for the charity.
- Ensure that the charity complies with all legal and financial requirements and regulations including those specified by the Charity Commission and Companies House.

LEADERSHIP

- Provide strong leadership that is collaborative and motivational, delivered through clear, effective communication and decision-making.
- Build and maintain an effective, high-performing team, including recruitment where appropriate, ensuring that the charity has a committed, ambitious workforce which collectively achieves the charity's vision.
- Ensure that organisational objectives are translated into individual work plans with clear, measurable objectives.

- Support, monitor and review the work of the Senior Management Team through regular supervision and annual assessment.
- Demonstrate a commitment to equality of opportunity in all aspects of the charity's work.
- Enable Line Managers to deliver high quality support and guidance, so that a nurturing culture flows down through the organisation to all staff members.

RELATIONSHIPS

- Build an effective working relationship with the Chair of the Board of Trustees and the Trustee Board and staff.
- Develop effective relationships with stakeholders, including partners, networks, organisations, communities and individuals at local, regional and national level.
- Act as spokesperson and lead ambassador for the charity, maintaining and developing public awareness.
- Ensure that the charity and its activities are accurately and proactively promoted in the media.
- Handle media enquiries on behalf of the charity when required or delegate as appropriate.

OPERATIONAL SPECIFICS

- Deliver on the organisations agreed 5-year strategic plan, flexing as appropriate.
- Oversee the staff team of 29 and line-manage the senior team of 5.
- Fundraise for and monitor annual income of around £500K.
- Build up the unrestricted reserves of the charity.
- Oversee the management of projects (currently 4.)
- Oversee the development of Tir Coed's accreditation and learning provision.
- Oversee the writing and review of new and existing policies and procedures.
- Produce regular project, organisational, end of year and impact reports.
- Lead on regular team meetings and specific training days, for example business planning/ G-suite, Strategic direction.
- Attend networking events and stakeholder meetings.

PERSON SPECIFICATION



The successful person will offer the following attributes and experiences:

ESSENTIAL

- Significant and proven leadership and management skills.
- Experience of developing and implementing business plans and budgets.
- Experience of developing and managing projects.
- Experience of managing geographically dispersed projects or organisation, ideally within the environmental, training or social justice sectors.
- Experience of generating significant income from a range of fundraising streams, including primary purpose trading.
- Experience of managing a staff team.
- The confidence, sector experience, local awareness and skills to be the organisational spokesperson in audio, visual and print media, and with local and central government and other key stakeholders, ideally through the medium of Welsh as well as English.
- Strong interpersonal and communication skills, written and verbal, including the ability to influence and manage effective relationships both internally and externally.
- Effective decision-making and problem-solving skills, including the ability to respond with diplomacy while progressing the needs of the charity and recognising the opportunities that challenges bring.
- The ability to process information with a high level of detail and care.

DESIRABLE

- Significant experience of external communications and the development of strategic partnerships, supported ideally by Welsh language skills or experience of working in a bilingual environment.
- Experience of working effectively with a voluntary Board of Trustees.
- Strengths in data collection and analysis, with the ability to produce compelling reports about organisational impacts
- Proven track record in ensuring services and internal processes are compliant and delivered at the highest standard.



TERMS AND CONDITIONS

CONTRACT AND HOURS

The contract is for an initial 12-month period, with the intention of continuation. Hours will be 30 (4 days) per week initially. There may be scope to increase this subject to additional projects income. Community Lottery Fund funding is currently in place for the last year of our LEAF project, plus Community Renewal Funding for our AnTir Feasibility Project (to November 2022). Funding for smaller projects is secured for a further 12 months. Fundraising for larger scale projects is underway.

ANNUAL LEAVE

The post holder will have pro rata of 20 days' annual leave a year, plus Bank Holidays.

LOCATION/TRAVEL

The post-holder will be based in the Aberystwyth office, but will be expected to travel (mostly within Wales) to events as required.

Where the post-holder is required to travel by road on official business, there is provision of a mileage allowance of 40p per mile for the use of a private vehicle, calculated as per Tir Coed's travel policy.

BENEFITS

The post-holder will be joining a supportive, experienced, and hard-working team, driven by the desire to make a difference to their local communities and be part of a solution to some of the toughest issues our rural communities face; climate change, biodiversity loss, nature deficit disorder, lack of economic opportunities and ill health. Additionally, Tir Coed offers:

- Pension scheme.
- At least 2 'away days' per year visiting green spaces.
- In-house and external training.
- Bilingual, friendly and supportive team; dynamic and co-operative.



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- Opportunity to develop the role over time.
- Flexible working available.
- A secure, respected and experienced organisation with a 5-year strategic plan, business plan, exemplary delivery model and a clear vision and mission.

“LET’S BE PART OF THE SOLUTION TOGETHER”



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