



Chief Executive

Job application pack



Chief Executive, Farms for City Children



Farms for City Children is seeking an outstanding individual with strong leadership and management skills and a track record of income generation to drive forward the strategic and operational development of the Charity. This will include leading Farms for City Children through a time of change as it considers an exciting expansion plan, including the possible acquisition of a fourth farm.

You will be passionate about children, the countryside and farming. You will be able to provide the leadership and vision to motivate staff, Trustees and other internal and external stakeholders. You will have experience of developing successful partnerships, and will have knowledge of appropriate sector networks and where strategic developmental opportunities may be found. An important part of the role is to act as an advocate and ambassador for the Charity, and you will relish the opportunity to use your excellent interpersonal and stakeholder management skills and gravitas to represent Farms for City Children at all levels and to inspire fundraising and other income generating activities.

You will have overall responsibility for all staff, and for fostering a productive and friendly work environment. The ability to provide strong collaborative leadership to a relatively small but diverse and geographically dispersed team is key to the role.

We are looking for an inspiring and skilful leader; someone who is happy to be hands on and yet can still be strategic. You will be comfortable in being accountable for all elements of a small yet relatively complex organisation where the safety and welfare of the children is key.

The role offers a great opportunity to the right candidate: autonomy, responsibility and the ability to work with trustees, our dedicated farm teams, partner farmers and other stakeholders to shape our future. It also offers a wonderful working and living environment based in Exeter, with regular travel to our stunning farms.

About Farms for City Children

'Almost 100,000 children have been to one of our farms. But it should be millions. It's a week that builds their self-confidence and self-worth as they work on the farm, a week full of fun too, the most memorable week of their young lives. What we do is more necessary than ever as children become ever more disconnected from the countryside, the environment, and the source of the food they eat'

Michael Morpurgo, author, Founder and Trustee

Farms for City Children was established in 1976 by Michael and Clare Morpurgo to give primary school children from deprived urban areas the chance to become an integral part of one of our three working farms in Devon, Pembrokeshire and Gloucestershire for a whole week. The children, with their teachers, work the farms, explore the countryside and find out where good food comes from.

Some of the children we took to the farms had very difficult and chaotic lives. We took them out of a very difficult environment where they were unable to socialise and didn't know how to share and put them into a totally different world. It was a haven where they could thrive.

Teacher from London who has brought children to our farms for 14 years

Further details about the Charity are available on our website:

www.farmsforcitychildren.org

Job Description – Chief Executive

Location: Exeter Community Centre, 17 St David’s Hill, Exeter EX4 3RG

Job Title: Chief Executive

Reporting to: Chair of Trustees

Contract type: Full time, permanent

Salary: £51,250 - £71,750 depending on experience, reviewed annually in April

Farms for City Children will contribute 5% on top of the annual salary into the Charity’s NEST Pension Scheme.

A tax efficient Salary Exchange (also known as Salary Sacrifice) scheme is operated for both pension contributions and childcare costs.

Key Objectives:

- To provide clear, coherent and motivational leadership to ensure that the Charity meets its aims and objectives, providing safe and high quality residential visits to city children at our three farms
- To develop and implement Farms for City Children’s strategic priorities and objectives and ensure the overall financial strength of the Charity
- To further the Charity’s regional and national reputation, developing our profile at every level and establishing relationships with a wide range of local and national stakeholders
- To report directly to the Board of Trustees and enable them to fulfil their governance responsibilities

Responsible to/for:

- The Chief Executive is responsible to the Board of Trustees and line managed by the Chair of Trustees
- The Chief Executive is responsible for the Deputy Chief Executive

Main responsibilities and accountabilities include:

Staff management and development

- Overseeing the recruitment, management and professional development of staff in order to ensure maximum efficiency and performance
- Ensuring that HR procedures and processes are fully compliant and meet best practice standards
- Overseeing the achievement of a recognised employer quality standard, such as Investors in People.
- Convening and chairing termly meetings of the senior management team (Deputy CE, Director of Development, Farm School Managers)

Quality assurance

- Ensuring the monitoring and evaluation of all aspects of the Charity's core programme, including farming activities and educational content
- Ensuring that a consistency of approach and delivery is maintained on the farms that accurately reflects the Charity's aims and objectives

Governance

- Collaboration with Trustees in the recruitment of new Board members
- Facilitating Board level operations such as Board meetings and Annual General Meetings, and meetings of Sub-Committees
- Supporting the Board to ensure their informed policy and decision-making
- Liaising between the Board and Senior Management Team

Health and safety

- Accountability for the implementation and monitoring of the Health and Safety policy as enacted by the Board of Trustees and in accordance with legislative requirements.
- Responsibility for issuing signed Health and Safety policy statements to be displayed at each farm and head office.
- Due to the scope of their responsibility the Chief Executive may delegate operational Health & Safety tasks to the Deputy Chief Executive and Farm School Managers but should recognise that they cannot delegate accountability.

Policies and business planning

- Leading on the Charity's business planning process with the Board and staff, developing, implementing and managing key activities and priorities
- Ensuring the regular review and updating of all policies and corporate risk assessment
- Managing the process of change associated with key developments, such as the expansion of the Charity's activity, working with Trustees, Members, staff and other stakeholders to establish the best outcomes for the Charity

Child protection and safeguarding

- Ensuring that best practice policies and procedures are in place throughout the Charity to manage child protection in line with legislative requirements.
- The Chief Executive is the accountable safeguarding officer.

Charity profile

- In close collaboration with the Chair of Trustees overseeing any public and media campaigns and statements and acting as media spokesperson when required
- Representing the Charity locally and nationally with relevant partners and as part of rural, education and farming initiatives that will benefit the Charity. Developing and leading on key partnerships
- Oversight of the website and social media output
- Editorial control of all FFCC literature

Finance

- Ensuring the financial stability of the Charity is maintained and enhanced
- Ensuring the preparation of timely and accurate management accounts and annual budgets for approval by the Finance Committee and the Board of Trustees
- Reviewing and signing off monthly payroll reports from the finance officer
- Advising the Board on the annual review of rates of pay, ensuring that the Charity's pay scales are updated and surveyed against market rates every third year; ensuring that the Charity's pay policy reflects the latest legislation

Schools and the education sector

- Leading on the promotion of the Charity in relevant forums including at educational conferences and events
- Maintaining an overview of the education and learning aspects of the Charity's core activities; monitoring government policy, relevant lobbying groups and developments in the national curriculum and outdoor learning sectors
- Ensuring the Charity extends and strengthens its relationship with existing partner schools, and reaches out to new schools which meet the Charity's deprivation criteria

Farming partners

- Responsibility for maintaining the Charity's good relationships with its commercial farming partners at each location, including ensuring that contractual obligations on both sides are met.

Fundraising

- Leading the Charity's fundraising strategy
- Responsibility for large capital and revenue grant applications
- Relationship lead with large trust funders and major donors
- Liaising with the fundraising team regarding the planning and running of large events on a local and national scale, and organisational host at such events
- Identifying and developing new funding opportunities and income streams for the Charity
- Ensuring strong stakeholder management, including ensuring compliance with grant conditions and reporting requirements

Person Specification – Chief Executive



Knowledge and experience

Essential

- Significant senior management and leadership experience, with a proven track record of strategy development and implementation
- Demonstrable success managing change and driving transformation, with strong strategic and operational planning experience.
- Excellent relationship management techniques with highly developed interpersonal, communication, influencing and negotiating skills
- Proven performance management abilities
- Proven experience of fundraising or other income generation success, with evidence of meeting significant income targets
- Knowledge and experience of financial management, including accountability for significant budgets and well developed financial planning and budgeting skills
- Analytical skills and a creative approach to problem solving
- Experience of working with a Board of Trustees or similar governance structure
- Educated to degree level or equivalent
- Knowledge of health and safety and risk management
- Experience of handling complex HR and personnel issues
- Knowledge and /or experience of child protection issues

Desirable

- Previous experience as a CEO in the charity or not-for-profit sector
- Knowledge of charity law
- Experience of capital developments
- Knowledge of environmental and agricultural issues
- Experience of the education sector, particularly primary education and outdoor learning
- Experience of listed building or heritage management
- Experience of Heritage Lottery Funding
- Experience of leadership of a multi-site organisation
- Experience of formal partnership working
- Experience of advocacy for charitable causes

Skills and attributes

Essential:

- A genuine passion and enthusiasm for all aspects of the work we do, including education and child development, farming, the environment, and good food
- Highly self-motivated, confident, pro-active, innovative, with the ability to embrace the challenge of managing multiple priorities and expectations
- A management style which is committed to team work, and fosters an open and trusting working culture with respect and consideration for the skills and experiences of others
- A creative problem-solver, comfortable in addressing difficult issues and able to take responsibility for actions
- A confident and persuasive public speaker and strong and diplomatic relationship builder with the ability to work with and relate to a wide range of stakeholders
- Flexible approach to work demands, including out of hours working and UK travel

Other information

Disclosure and Barring Service - This post is subject to an enhanced DBS check.

Hours of work – The hours of work reflect the nature of the Chief Executive’s role and the post requires considerable flexibility, including some evening and weekend working and relatively regular travel to the farms, and to London for meetings.

Annual leave - The annual leave entitlement for this post is 30 days per year plus 8 public holidays, 38 in total.

Probationary period - The appointment will be subject to a probationary period of 6 months, during which the notice period is four weeks on either side. Following the completion of a successful probationary period, the notice period is three months on either side.

References - All appointments will be confirmed only upon receipt of satisfactory references. Farms for City Children will give prior notification of the intention to contact referees.

APPLICATION PROCEDURE

Please submit the following:

- A statement setting out clearly how you meet the selection criteria detailed in the person specification and the job description
- A current CV together with the contact details of at least two referees, one of whom should be your current or most recent employer. We will not contact your referees prior to interview

Please e-mail applications to: Mrs Hayley Penton-Worrall,
admin@farmsforcitychildren.org

All applications will be acknowledged by return email, however we cannot guarantee that we can offer feedback to candidates who are not shortlisted for interview.

The closing date for applications is noon on Friday 15th December 2017.

Applications cannot be accepted after this time.

First Round Interviews will take place in the week beginning 15th January 2018. We anticipate being able to inform you if you have been selected for first round interview by 5th January 2018.

Second Round Interviews will take place on 5th or 6th February 2018.

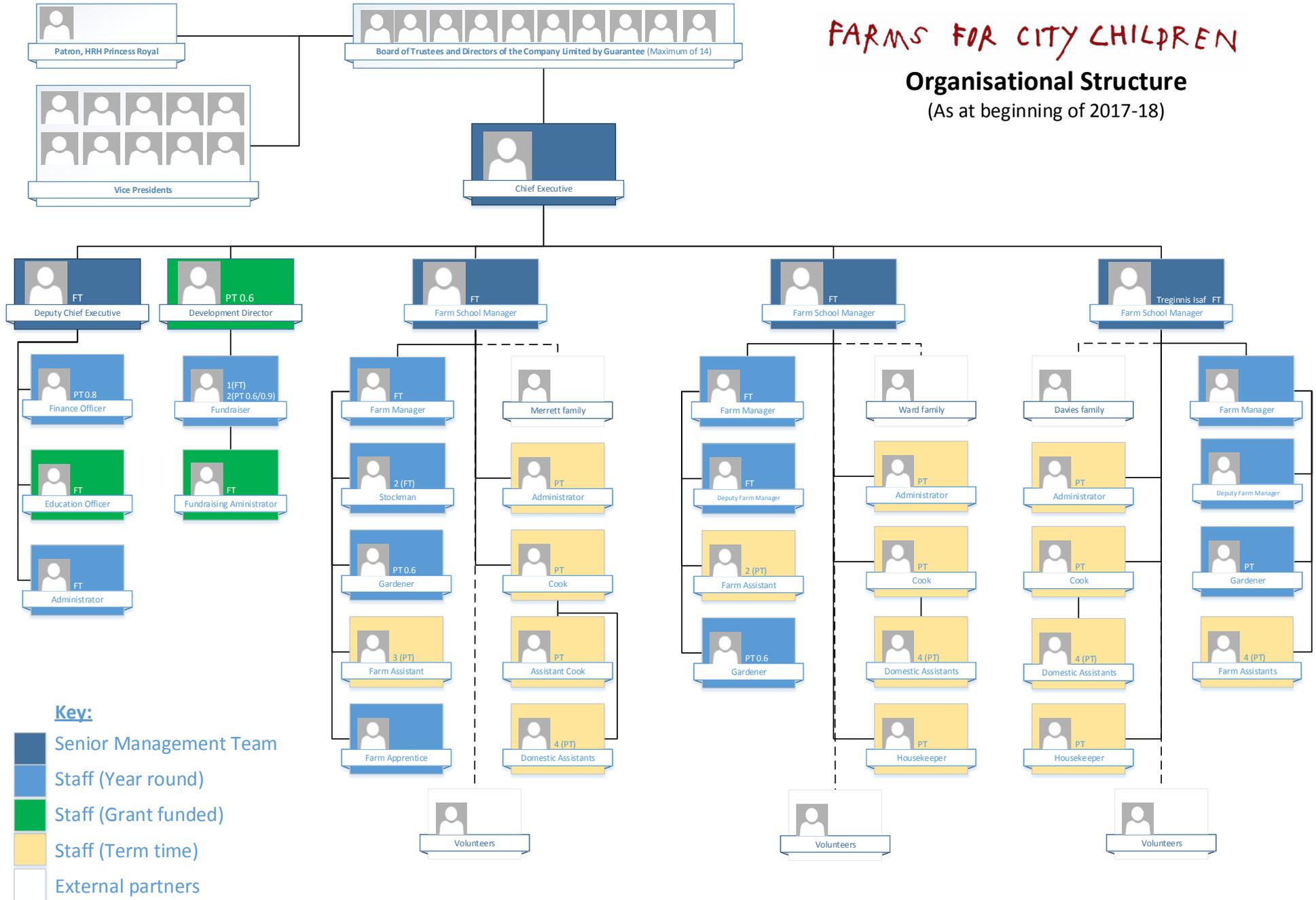
Candidates selected for second round interview will be given the opportunity to visit the farms between 22nd January and 2nd February 2018.

For an informal chat about the role please contact Dr Tessa Stone, Chief Executive, on 01392 276381, tessa@farmsforcitychildren.org or Elizabeth Owens, Chair of Trustees on 020 7401 2037, owenswaterloo@gmail.com

FARMS FOR CITY CHILDREN

Organisational Structure

(As at beginning of 2017-18)



Key:

- Senior Management Team
- Staff (Year round)
- Staff (Grant funded)
- Staff (Term time)
- External partners