**Chief Executive Officer**

**Maternity cover May 2024 – February 2025**

**About Age UK London**

Age UK London is a charity that campaigns for an age-friendly London. We campaign for specific changes to improve the lives of older Londoners and ensure that their experiences, needs and contributions are heard and taken into account by decision makers.

We do this in three ways:

* Core campaigns, through which we will secure specific, sustainable changes to the policies and practices of decision makers to improve the lives of older Londoners.
* Shaping the agenda, by ensuring that the experiences, needs and contributions of older Londoners are heard by decision makers and form part of the public discourse on the future of London.
* Supporting the London network of local Age UKs. An age-friendly city relies on both campaigning and direct service provision, so we support the network of local Age UKs in London who deliver vital front-line services.

Since becoming a charity focused solely on campaigning in 2019, Age UK London has adopted and implemented a new strategy. We have agreed campaign priorities; successfully changed policy at a London-wide and borough level; and adapted our finance, HR and IT systems to better support a campaigning charity.

The Board is looking for a candidate to cover our CEO’s maternity leave from the end of May 2024 until the middle of February 2025 to oversee the continued delivery of the current strategy. This includes securing policy changes in our current campaign priority areas of digital inclusion, public toilet provision and poverty amongst older Londoners; supporting the development of new campaigns; and establishing systems to increase our financial sustainability.

**Main role responsibilities**

* Lead the implementation of the overall strategy and business plans for 2024-25, develop and implement appropriate business and financial plans, with clear objectives and outcomes and to operationalise the strategy, ensuring all activities are aligned to achieve the strategy.
* In conjunction with the Income Generation Manager, support the implementation of our income generation strategy, including building relationships with funders and setting up an individual giving programme to put the charity on the path to becoming financially self-sustaining.
* Lead the campaigns undertaken by the Charity in conjunction with the Campaigns Manager, to ensure we can become an outstanding campaigning organisation; ensuring campaigns are grounded in co-production and building partnerships to achieve maximum impact.
* Ensure that the Charity maintains relationships with all appropriate external stakeholders so that our campaigns are successful and the voices of older Londoners are heard in decision making, and to oversee the delivery of our external communications plan.
* Have overall responsibility for the lawful and efficient operation of the Charity including finance, governance; regulatory reporting; legal and regulatory compliance; HR, premises, insurances, IT and all other operational matters.
* Maintain our relationships with local London Age UKs via our existing networks and regional structures.
* Ensure appropriate reporting to the board with necessary analysis, (risk/benefits/resources) clearly presented to allow the board to discharge its oversight function.
* Line management of the Finance Manager, Campaigns Manager, Income Generation Manager and Marketing & Communications Officer.

**Person specification**

**Experience**

**Essential**

* Experience managing the operational and financial aspects of a small charity.
* Ability to build relationships with funders and secure grant income linked to campaigning activity.
* Practical senior level experience in campaigning to make sustainable change.
* Experience of managing and being accountable for the financial aspects of campaigning;
* Experience reporting directly to a trustee board.

**Desirable**

* Experience acting as the “public face” of a campaigning organisation interfacing with the media, politicians and other stakeholders.
* Experience in the age sector.

**Personal Qualities**

* Strong analytical skills and commitment to evidence-based activity.
* Ability to lead and motivate teams that work together to produce clearly identified outcomes.
* Collaborative and committed to co-production, working in partnership with other members of the Age UK network and other older peoples’ organisations;
* Focussed on clear reporting, transparency and open, effective communication with the Board and with other internal and external stakeholders

**Salary and working arrangements:**

***Salary:*** £65,000 annually pro rata

***Working pattern:*** We anticipate the role would require four days a week but three will be considered for exceptional candidates.

***Pension:*** Group Personal Pension Plan: employer contribution 5%; employee contribution 5%;

***Location*:** We are a primarily home-based charity but most staff make use of a hot desking facility near Borough/London Bridge once a week. The role will also require some in-person attendance at external meetings in central London, at quarterly team meetings and the annual Board away day.

***Additional Information*:** We have a core staff of 8 and an annual expenditure of c£500,000.

**Inclusion & diversity**

At Age UK London we value diversity and we're committed to creating an inclusive culture where everyone is able to be themselves and to reach their full potential. We actively encourage applications from people of all backgrounds and cultures, and especially from candidates over the age of 50. We believe that a diverse workforce will help us ensure that the voices and needs of all older Londoners are taken into account as we work to make London a more Age-Friendly City. Should any candidate need any adjustments to the recruitment process, at either application or interview, please let us know.

**How to apply**

Please email a CV and covering letter of no more than two sides to [awood@ageuklondon.org.uk](mailto:awood@ageuklondon.org.uk). Deadline for applications: Sunday 14 April. Interviews: 17, 18 and 19 April.