Chief Executive Appointment Candidate Brief

Welcome

Thank you for your interest in becoming our new Chief Executive.

Like all organisations, we have had to respond to the impact of COVID-19 and adjust how we go about providing shelter and sanctuary to the animals whose care becomes entrusted to us.

As the Coronavirus pandemic continues to unfold the impact on people's lives, businesses and the economy increases.

Sadly, the impact extends to pets and other animals as the financial realities of the local economy here in Newcastle affects both household and business budgets. Despite every best will, the continued care of a beloved pet simply can be unaffordable. This can lead to unthinkable decisions being forced upon people or, in some instances, to take desperate actions.

Whatever the circumstances, we have strived to continue to meet the increased demand for shelter and sanctuary, but this has been accompanied by severe pressure on our own finances.

We are not alone as a charity in finding an increase in the need for our vital services coming at a time when our income streams have been hit hard.

As Chair of Trustees, I am immensely proud of what our dedicated team and inspirational volunteers have achieved under the most trying of circumstances. It has been both humbling and a joy to have been a part of it.

My trustee colleagues and I are seeking to appoint a new Chief Executive who is able to harness the passions of the people who make our work possible and who can lead the organisation with the commercial business outlook that will enable us to continue to navigate choppy economic waters.

Our foundations are good, and we enjoy a deserved reputation in the local area, which provides us with a bedrock of loyal support that has been essential to our successes to date and gives us every hope for the future.

I look forward to hearing from you.

Sue Syson,
Chair of Trustees

About us

Newcastle Dog & Cat Shelter was established in 1896 and helps thousands of lost, unwanted, neglected, abused and abandoned animals every year.

Our objective is the promotion of kindness and prevention of cruelty to animals.

We reunite lost animals with their owners and find loving new homes for those no longer wanted. Operating from two locations, we cover the whole of the North East from our two shelters within Newcastle at Claremont Road and Benton North Farm.

Claremont Road

Claremont Rd is our arrival centre where animals come into our care for a variety of reasons.

We have contracts with most of the local councils to take in strays and we work to reunite them with their families. Where this is not possible despite all our efforts, we will carefully re-home.

At Claremont Road we also take in any gifted animals that their owners feel they are unable to continue to look after for whatever reason.

Benton North Farm

After animals arrive into our care and it has not been possible for us to reunite them with their family, or there is no alternative to rehoming, we carry out health checks, vaccinate, neuter and then the animals move to Benton North Farm) to be re homed.

Not so long ago, Benton North Farm was a working farm and we still have resident farm animals including horses, donkeys, sheep, pigs, chickens and goats.

On site there is a kennel block, cattery, kitten crèche, rabbit room and small animal room.

Our offices are located in what was the farm house.

As well as our dedicated staff team, we are fortunate to have an army of volunteers who come in to walk the dogs, cuddle the cats and help with the horses.

Meet the nibblers, Norman and Richard

Current operation

It's always a great team effort

Prior to the Coronavirus Pandemic, we were open to the public every afternoon but at the moment we are trying to do most of the re homing online then making appointments to meet the animals.

The charity relies on the generosity of the local community and around 75% of our income is derived from voluntary donations and our fundraising activities, which have in the past included a black tie dinner and May Day Fair.

In the fullness of time we hope that it will be possible to return to the annual fundraising programme that operated previously, but in the meantime we are looking at alternative avenues for engaging with our current and potential donors in the local community.

As well as generating voluntary income, we also operate along business lines and currently have two charity shops, one in Heaton and another in Wallsend, which are run by staff and volunteers. We also have a retail and merchandising operation and onsite we have a coffee shop, which unfortunately is closed at the moment.

We also offer private boarding for dogs and cats as an additional income stream at Benton North Farm.

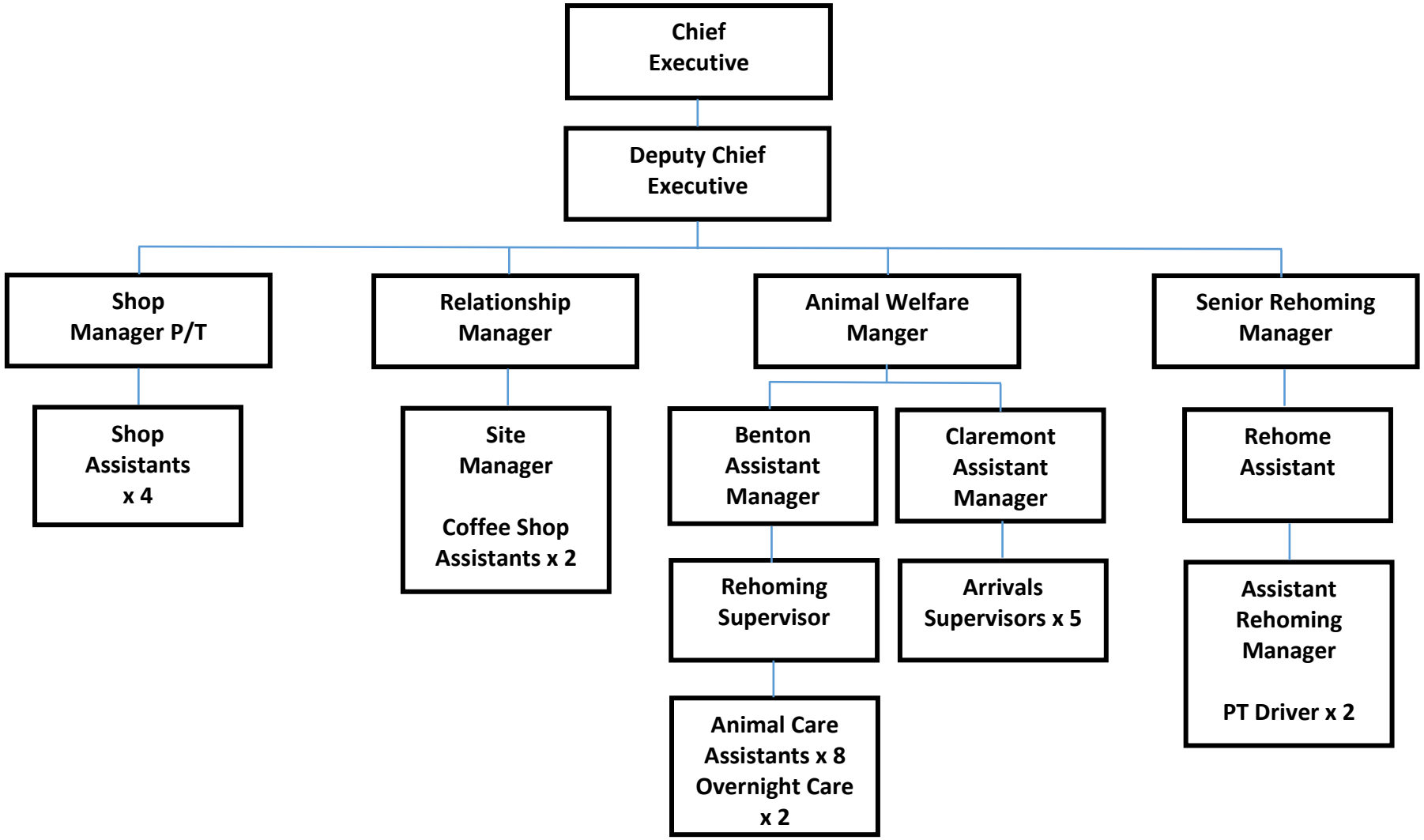
Meet the excitable but lovable Pepe

For more information

Visit our website to find out more about what we do.

Download our latest Annual Report.

Organisational Chart



Job description

Job Title:	**Chief Executive**
Salary	**£45,000 - £50,000**
Hours:	**37.5 hours Monday - Friday**
Location:	**Benton North Farm Cottage, Benton Ln, Longbenton, NE12 8EH**
Contract	**Full-time, permanent**
Reports to:	**Chair of Trustees**
Responsible for:	**Deputy Chief Executive, Animal Welfare Manager, Rehoming Manager, Relationship Manager, Shop Manager**

Role Purpose

To lead the development and implementation of the charity's organisational strategy, in conjunction with the Trustees, to position the charity as both financially sustainable and recognised as the lead provider of animal rescue and rehoming in the Newcastle area in collaboration with the local community, donors and supporters and partner organisations.

Key External Contacts

- Service users and the local community
- Donors and supporters
- Strategic partners in the area, e.g. veterinary practices, local authorities, police force, other not-for-profit agencies
- National animal welfare organisations, e.g. Association of Dogs and Cats Homes, RSPCA, DEFRA
- Suppliers, e.g. accountants

Key Internal Contacts

- Managers and staff
- Board
- Volunteers
- Student placements/apprentices

Financial Dimensions
Responsible for the overall income and expenditure budget.

Key areas of responsibility

1. Strategy development

Leading and managing the organisation in collaboration with the Board and with the involvement of staff and other relevant stakeholders.

- Work with the Board to ensure that a long-term strategy is in place for Newcastle Dog and Cat Shelter in pursuit of its charitable aims and objectives;

- Lead the implementation of the strategy, including reviewing progress against the plan and set appropriate targets;
- Oversee the translation of strategic objectives into achievable operational plans and individual work programmes;
- Define and secure the resources (human, material and financial) needed to operate effectively;
- Keep abreast of changes in relevant charity and animal welfare legislation.

2. Service development and delivery

To oversee the effective operation of the charity's animal welfare services to the local community in close collaboration with staff and in consultation with service users, donors, partners, staff and volunteers.

- Ensure services are operated effectively, efficiently and in compliance with legal obligations, inspection regime requirements and best practice standards;
- Trial and develop new services and delivery models in response to changing needs and opportunity in the market ;
- Ensure the organisation can demonstrate the value of the services provided and the impact of its work;
- Ensuring all core and planned project activity is supported by the appropriate business case and that it is adequately planned and resourced.

3. Business development, fundraising and donor relationship management

To take overall responsibility for developing the forward sustainable funding strategy that enables Newcastle Dog and Cat Shelter to meet its commitments to the animals entrusted to its care and that achieves the sustainable mix of income streams.

- Developing income generation strategies to maintain and enhance the level of funding from an optimum mix of income streams, including voluntary donations and commercial trading;
- Developing and building effective relationships with donors, partners and potential funders to maximise opportunities for income generation;
- Leading on the production of grant applications and commercial propositions;
- Exploring and exploiting social enterprise opportunities appropriate to the charity's aims and objectives;
- Ensuring appropriate internal CRM measures are in place to maintain the highest possible standards of donor relationship care.

4. Marketing and promotion

To represent Newcastle Dog and Cat Shelter in relevant local networks and to ensure that all activity is underpinned with appropriate marketing collateral, including the website, that is accessible to the local community service users, donors and partner organisations.

- Lead the charity's overall marketing programme to key audiences in the local area with an interest in animal welfare designed to maintain the high profile and support income generation activity;

- Being responsible for the development of the charity's brand and voice and to disseminate key messages to staff and volunteers;
- Maintaining and developing relationships with local and, where appropriate, national organisations operating in the wider animal welfare arena;
- Seek opportunities to expand and promote the role of the charity to increase profile;
- Represent the charity in local public forums and at relevant regional and national events;
- Maintaining effective relationships with local media..

5. Governance

To ensure that the Board of Trustees is enabled to deliver on their responsibilities and that the organisation operates in compliance with relevant legislation and statutory reporting requirements.

- Making decisions within the authority delegated by the Board, taking account of legal duties;
- Attending Board meetings and reporting on agreed objectives and performance;
- Maintaining the risk register and regularly reviewing;
- Putting in place quality assurance frameworks that maintain the highest possible standards of animal welfare care;
- Overseeing the preparation of the Annual Report, statutory accounts and returns to the Charity Commission.

6. Finance and administration management

To maintain and develop the core operation of Newcastle Dog and Cat Shelter to ensure that the organisation is equipped with the systems necessary for effective financial and administration management.

- Monitoring and reviewing performance across all aspects of the operation, e.g. project delivery, financial management and performance management of staff;
- Preparing and managing the charity's annual financial budget, expenditure forecasts and income generation targets;
- Ensure that the charity has the appropriate employment policies, procedures, systems and processes in place and that they are being implemented.

7. People and performance management

To champion the professional integrity of Newcastle Dog and Cat Shelter, line manage direct reports, provide visible leadership to all staff and volunteers and oversee the implementation of a performance and workforce development plan that maintains excellence in services.

- Report to the Board on the future workforce development requirements and the investment requirements;
- Lead, manage and support the senior management team to maximise their personal contributions;
- Provide clear vision and direction for staff about their role, objectives and how each individual contributes to vision and mission;
- Co-ordinate the staff appraisal programme and ensure clear and effective staff development plans are in place;

Person Specification

Essential experience

- Senior-level strategic management responsibility for a charity, other not-for-profit organisation or relevant commercial business;
- Lead responsibility for, or substantial involvement in, fundraising/business development and external relationship management in pursuit of business objectives and income targets;
- Responsibility for managing standard financial and operational management practices and processes, e.g. project planning; staff management; performance management; managing financial information;
- Operating in compliance with legislation and reporting within standard performance management frameworks.

Desirable experience

- Experience of working within or volunteering in an animal welfare setting that provides rescue and rehoming services;
- Experience of working or volunteering within another animal welfare setting;
- Experience of growing and developing SME charities utilising a mix of voluntary and commercial income streams.

Skills and abilities

- Leadership and people-management ability that inspires and motivates others
- Ability to provide strategic vision and translate this to operational objectives
- Planning and organising skills in order to produce operational plans, manage projects and establish appropriate organisational business processes;
- Empathy and social skills in order to build effective working relationships with others, e.g. service users, funders, decision makers, staff and volunteers;
- Effective negotiating, influencing and persuasion skills at the highest level;
- Excellent oral, written communication and presentation skills including the ability to present in public with gravitas;
- Effective team-working and collaboration skills;
- Financial and business acumen - assessing opportunities and applying resources effectively;
- Ability to innovate and apply new solutions.

Special conditions

- A personal as well as a professional commitment to the welfare of animals and their rights to protection under the law;
- Willingness to undertake work outside normal office hours and to travel as required within the region and in UK;
- Undertake other duties as may be required from time to time.

How to apply

Apply online at www.nfpconsulting.co.uk/newcastledogandcatshelter

For an informal and confidential discussion about the role, please contact our recruitment partner:

Simon Lloyd, Director, NFP Consulting
T: 07961 988 523
E: simon.lloyd@nfpconsulting.co.uk

Application is by way of a CV and a Supporting Statement.

Closing date: Monday 9th November

Selection and timescales:

There is a two stage selection process.

First Interviews: W/B 16th November

Second interviews: W/B 23rd November

The format of the interviews will be determined by the COVID-19 guidelines and restrictions that apply at the time.

Accessibility:

Please let us know if you have any special requirements which we might need to consider in relation to the selection process, e.g. attending interview. Any requests will not be taken into account in the selection process.

Meet Treacle and Maple – two sisters who stick together