



# CHIEF EXECUTIVE OFFICER

---

Candidate Pack 2024

**Valued.**

# WELCOME FROM THE CHAIR

---



Thank you for your interest in joining WeSeeHope as our new CEO.

I am proud to have been Chair of WeSeeHope for four years, and a long-term supporter for many years before that. I may be biased, but this is an organisation that is like no other I have had the pleasure of working with. We're an established organisation yet with a strong entrepreneurial foundation and outlook that permeates everything we do.

At WeSeeHope, we create sustainable change for vulnerable and disadvantaged children living in rural and isolated areas of East Africa through community led economic empowerment, child-rights and education programmes. Developed and delivered in partnership with a network of local NGOs and community-based organisations, these programmes teach children skills to change their own futures and ensure that their families and communities are able to support them along the way.

Our current CEO, Mark Glen, is stepping down after 18 years at the helm, leaving a legacy of high-impact sustainable programmes and loyal long-term supporters.

Since we were founded in 2000, we have impacted the lives of over 700,000 children and raised over £27m to support our transformational work with them, averaging between £1.2m - £1.5m annually in recent years.

With strong reserves, we are well-positioned for growth and continued investment in our strategic goals.

You will be joining us at an exciting point in our history as we look to continue to grow the organisation and develop our vision and mission. Our Co-Founders, Phil and Wendy Wall MBE, have also recently relocated to the USA to develop some momentum within the vast philanthropic ecosystem there.

As we kick-start this New Year, we are looking for an engaging, inspirational and motivating leader, with the agility to adapt to the ever-changing landscape of the non-profit world and to take WeSeeHope's transformational work forward.

We welcome candidates with experience in the charitable or business sector and beyond.

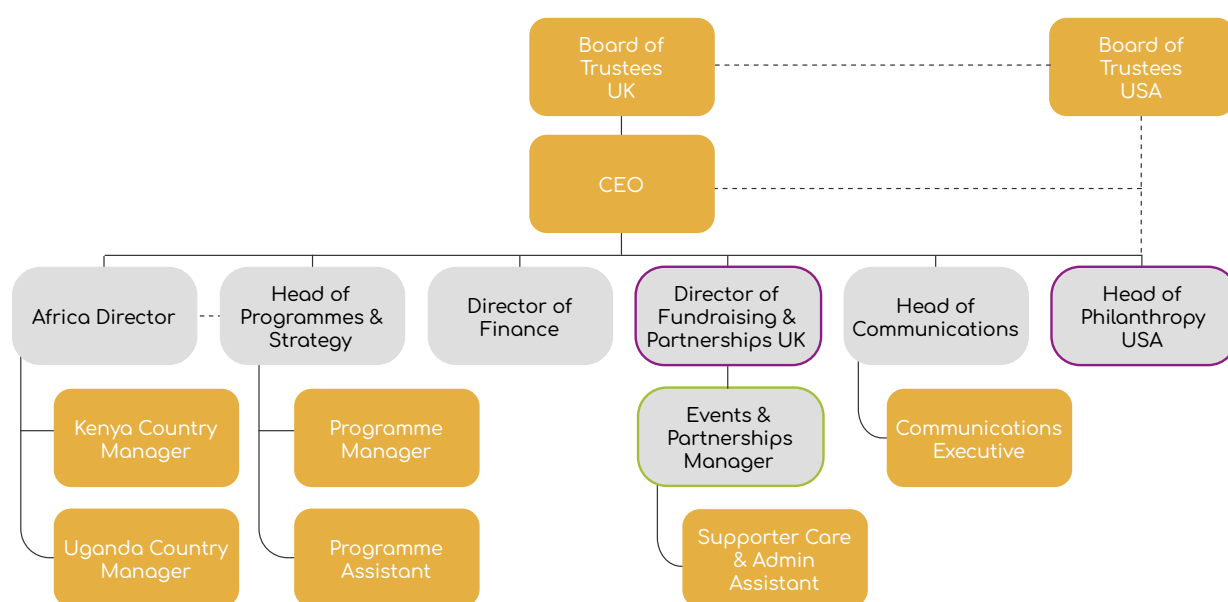
You will have the full support of a passionate and committed Chair, an excellent board and a highly effective team, who are all looking for our next leader to work with them to build on WeSeeHope's many successes.

We hope you are inspired to take on this new opportunity.

Alastair Mills

Chair of WeSeeHope

# ORGANISATIONAL CHART



## Key

■ **Senior Leadership Team (SLT) members**

□ **New roles** – hiring underway or commencing shortly.

□ **Current role** – hiring underway or commencing shortly.

# KEY RESPONSIBILITIES

---

## Strategic Senior Leadership

- Collaborate with the charity's trustees and founders to lead the development of WeSeeHope's organisational strategy and direction, in line with our growth aspirations, vision and mission in East Africa.
- Further develop our vision and mission, effectively communicate it, and mobilise the organisation behind it.
- Prepare annual strategic priorities and key performance indicators with the trustees, monitoring these to inform decision-making and action.
- Build sustainable income growth, working alongside the Director of Fundraising and Partnerships (to be hired) and the trustees to lead the fundraising, income generation and donor relationship strategy.
- Work with the USA board, Head of Philanthropy (to be hired) and our founders to help develop a sustainable fundraising strategy and platform to maximise the emerging opportunities in that region.
- Support our Africa Director and Head of Programmes and Strategy to develop our existing programmes and monitoring and evaluation processes to ensure they effectively address the needs of vulnerable children and the communities who care for them, and pursue new opportunities, partnerships and areas for operational improvement.
- Deepen our impact, and work with the programmes team to assimilate clear and compelling data showing the impact of our work.
- Work with the Head of Communications and Director of Fundraising and Partnerships (to be hired) to provide overall leadership and direction to our communications and fundraising, helping to manage relationships with key external partners (corporates and major donors in particular).
- Identify, build and foster high-value relationships with key stakeholders, partnerships and networks in line with our strategic plan.
- Manage the Senior Leadership Team, supporting their continued professional development and helping them reach goals within their work.
- Represent the charity in various forums and events, communicating our impact and building awareness and support for our cause.

## Team Leadership and Culture

- Lead, inspire, and develop a high-performing team in the UK, USA and East Africa, fostering a culture of collaboration, innovation and excellence.
- Model and champion our culture and values, engaging and connecting with supporters, partners and team members with a high level of understanding and empathy. In particular, it's important that the CEO is able to engage and connect with several key supporters and programme partners who are motivated to support our cause because of their faith.
- Ensure appropriate staffing levels, skillsets and training are in place across the organisation, and develop effective recruitment, training and compensation plans.

## Finance and Governance

- Work closely with WeSeeHope's Chair and trustees to ensure good governance, identifying and mitigating potential risks, and ensuring compliance with legal, regulatory and ethical standards.
- Alongside the Director of Finance, ensure our organisational resources are stewarded with excellence through robust financial strategy, management, reporting and compliance.
- Oversee the delivery of the preparation, monitoring and delivery of WeSeeHope's annual budget for approval by the trustees.

# PERSON SPECIFICATION

---

- Passionate about personally representing the values, objectives and mission of WeSeeHope, and a demonstrated commitment to social impact.
- Proven experience as a CEO or in a senior leadership role in the commercial, non-profit or social enterprise sector, with ambition and entrepreneurial intent.
- Strong strategic thinker with business and financial acumen, together with experience in budgeting, financial management and resource allocation.
- Ability to navigate fast-moving environments, adapt to changing circumstances, and make informed decisions, with a track record of driving growth and achieving results.
- Excellent leadership and team management skills, with the ability to inspire and motivate diverse teams with varying cultures and locations.
- High emotional and relational intelligence.
- Willingness to get involved with the day-to-day aspects of WeSeeHope's operations and activities, including routine and practical work as required.
- Exceptional external and internal communication, presentation and interpersonal skills, with the ability to build and foster relationships and engage stakeholders at all levels, and a natural confidence in networking demonstrated by established relationships with key organisations and/or individuals.

## Additional role requirements

- Ability to travel to East Africa alongside the programmes team to host supporter learning trips, carry out strategic monitoring and evaluation trips to support them (3-4 trips per year estimated) and travel to the USA on an occasional basis for our new fundraising initiative there.
- Ability to work outside normal working hours as and when required.
- Ability to work on a hybrid basis according to our current flexible Working From Home Policy, travelling to London for a weekly team day in Moorgate, as well as for supporter meetings and events.



## POLICIES & BENEFITS

- 25 days annual leave allowance + bank holidays
- Enhanced pay exceeding statutory minimum for maternity, paternity, adoption and shared parental leave
- Pension scheme with an 8% employer contribution and a 4% employee contribution
- Life insurance
- Health insurance

### Role Details

- Job Title: CEO
- Reports to: WeSeeHope UK Board of Trustees
- Location: Hybrid working (London-centric), expecting 1-2 days in London. Flexible hours available.
- Salary: £80-85k



## HOW TO APPLY

Valued Recruitment is working exclusively with WeSeeHope to recruit this pivotal role. We are an ethical recruitment company, intent on hiring inclusively and transparently. The closing date for this role is Wednesday 31st January.

Please note that virtual first stage interviews are likely to be taking place w/c 5th February 2024. Second stage interviews are likely to be held in person in London w/c 19th February 2024.

To apply, we welcome a CV and a 1-2 page covering letter detailing your interest in the role. Please send this to [anna@youarevalued.co.uk](mailto:anna@youarevalued.co.uk).

Accessibility is incredibly important to us here at Valued Recruitment and at WeSeeHope. If you would like any accessibility amendments or support throughout the application and interview stage, please don't hesitate to let us know. No question or request is too big or too small. We want this process to be comfortable and enjoyable and a chance for you to bring your best self to the process.



WE SEE  
**HOPE**

---

**Valued.**