



# CEO

## Role description

### **Governance, Strategy and Financial Management**

- Uphold the vision and mission of the Charity and ensure they remain at the epicentre of everything that The Wildheart Trust does
- Be responsible to the Trustees for the health and performance of The Wildheart Trust ensuring communication channels are maintained and foster positive and productive working relations with the Chair and other Trustees
- Ensure appropriate presentation and reporting to the Trustees on all strategic, financial, risk and governance matters
- Head up the development, delivery and review of The Wildheart Trust strategy
- Prepare and propose to the Trustees the annual and longer-term business plans and budgets which align to the mission and strategy
- Be responsible for implementing the annual business cycle, driving income and monitoring key performance indicators
- Ensure the continued financial sustainability and on-going modernisation of The Wildheart Trust through effective fundraising and marketing, project delivery, and sound financial stewardship.
- Ensure The Wildheart Trust is in a position to meet its legal, statutory and regulatory requirements
- Develop a risk management strategy and ensure the Trustees are notified of any adverse matters which may affect the Charity

- Build on existing successes, create new opportunities and adapt to change to create a resilient and sustainable platform for growth

## **Leadership & Management**

- Maintain and nurture the values, culture and reputation of The Wildheart Trust
- Communicate the 'big picture' to all staff and volunteers so that they are inspired and motivated to contribute to the charitable objectives
- Challenge and encourage staff and volunteers to be creative and to strive for continual improvements in performance. Performance manage staff to ensure that standards continually evolve
- Lead and manage the management team, ensuring that they are motivated, guided and empowered to contribute fully to the organisation, coaching and mentoring them and holding them to account
- To manage and develop reports across the following areas:
  - Animal welfare and rescue
  - Conservation, education and research
  - Horticulture
  - Marketing, fundraising and events
  - Catering
  - Retail and customer reception
  - Finance planning and administration
  - Site maintenance and construction
- Lead the recruitment and appointment of key members of staff with the Trustees approval, and have overall responsibility for all significant staffing decisions and actions.
- Ensure that appropriate resources are made available in a timely manner and that they are appropriately allocated
- Refine operational and administrative systems to generate smooth and efficient practices
- Ensure all operational activities conform to health and safety requirements; manage and instigate H&S policy and procedure reviews annually or as necessary.
- Take overall responsibility for day-to-day operations and decision-making across all departments. Ensure they are well-organised and respond, in 'real-time', to problematic situations with pragmatic solutions
- Ensure excellence is upheld in all aspects of The Wildheart Trust's products and services

## **Promotion and Community Engagement**

- Work with the Trustees to evolve The Wildheart Trust as a leading animal welfare and environmental charity

- Act as an ambassador for the Charity at key meetings, forums and events and build on relations with key partners and stakeholders
- Ensure PR and Communications programmes actively promote the work of the Charity and that strong marketing campaigns secure good positioning within the market sector
- Work with the Trustees to build on the reach of The Wildheart Trust within both the local and global community

## **Other Responsibilities**

- Undertake any other duties required which are consistent with the responsibility of the post including acting as the 'Out of Hours' emergency contact

## **Person Specification**

The role requires someone with well-rounded operational management skills and the ability to take a strategic lead. An understanding of how to balance the needs of both the Charity and its trading arm, on which it depends on for income, is a core aspect of the role. As such, experience in or of a charity or not for profit organisation would be advantageous. Proven success in business management along with the ambition to take an established organisation through its next era of growth and achievement is paramount to this role. A genuine desire to form a close and inclusive working relationship with the Charity's founder and Board of Trustees is required.

- Familiarity with managing diverse business functions
- Well developed financial acumen
- Track record in producing profitable strategies and implementing vision
- Exceptional leadership and interpersonal skills with a natural flair for influencing and managing change
- Outstanding organisational, project and time management skills with ability to prioritise, balance and delegate
- Analytical and problem solving
- Confident communicator at all levels
- Dynamic, energetic and quick-learning
- Excellent judgement and decision-making abilities
- Resilient, committed character with ambition and drive
- Personal integrity and empathy for the conservation and animal welfare cause

- Highly observant with an eye for detail
- Proven commitment and understanding of customer service
- Experience working within the charity/non-for-profit sector
- Relevant experience of Board level operation and communication