

JOB DESCRIPTION

Executive Director

Purpose of Role

The Executive Director (ED) will lead the charity as it continues to grow and diversify, building on the recent strategic review, providing strategic leadership, line management, management of the operation and external representation for Friends of the Dales. The ED is responsible for implementing the Board's strategic direction and operational business plan with a focus on growing the supporter base, campaigning, and financial resilience whilst ensuring it is impactful and aligned with our values and mission. As a leader in this small charity, a "hands-on" approach, balancing strategy with day-to-day operational and line management and external engagement is required.

Key Responsibilities

1. Strategic Leadership & Governance

- Work closely with the Board of Trustees to develop, implement, and monitor a strategic plan, policies and campaigns that align with Friends of the Dales objectives, mission, and values.
- Ensure full compliance with Charity Commission regulations, company law, and all other necessary external requirements, ensuring the highest standards of governance, transparency and organisational performance.
- Provide regular, transparent reports to the Board on operational, financial, EDI and campaign performance to support effective oversight and governance.
- Grow, diversify and engage our membership and followers.
- Embed equity, diversity and inclusion (EDI) across the charity ensuring Friends of the Dales is as representative of the society we live in as is feasible and reflective of the population in and neighbouring the Yorkshire Dales.
- Manage the AGM, Board and Committee meetings.
- Support the recruitment and induction of new trustees.

2. Fundraising and Financial Sustainability

- Develop and implement a diversified income generation strategy, including membership development, campaign fundraising, grant applications, partnerships, and individual donors. Deliver an annual income plan with targets.

- Oversee financial management, including setting budgets, monitoring cash flow, and ensuring rigorous financial controls, collaborating closely with the Treasurer.
- Lead on relationships with partners, donors and key funders and oversee bids, membership growth, and supporter conversion.

3. Operational and Campaign Management

- Oversee day-to-day operations, ensuring effective processes and controls for the office including all assets and IT, membership, suppliers, and external affairs.
- Ensure campaigns are chosen and designed to fulfil the charity's objectives, generate growth in support and income whilst being delivered effectively, within budget, and to a high quality, with data collection and evaluation to measure impact and report the outcomes.
- Own and optimise supporter and membership systems (including CRM), ensuring data quality, segmentation and supporter journeys that support retention, growth, and income.
- Ensure volunteering, events, membership, and communications are accessible and inclusive and build trusted partnerships with communities currently underserved by protected landscape organisations.
- Lead the preparation of responses to local and national consultations, policy, and planning issues.
- Develop and maintain robust policies and controls, particularly regarding data protection, safeguarding, risk management, health, and safety, and ensure they are implemented, reviewed, and updated at least annually.
- Own the organisation's risk register and ensure risks, mitigations and assurance reporting are maintained and reviewed with the Board.

4. Leadership & People Management

- Line manage all staff and supports, motivate, and develop a team of volunteers.
- Foster a positive, inclusive, and collaborative working culture.
- Manage HR matters, including recruitment, training, and performance management.

5. Ambassadorship & Communication

- Function as the "face" of Friends of the Dales, advocating for the cause to the media, public, and external partners, including the Yorkshire Dales National Park Authority, while maintaining Friends of the Dales' independent voice.
- Oversee the charity's publications, supporter communication, and events.
- Represent the charity to local authorities, sector networks, and statutory bodies.

- Liaise with Dales and Bowland CIC, Campaign for National Parks, national park societies and other NGO's, charities, and local organisations.

This job description is not exhaustive. The postholder will undertake reasonable tasks commensurate with the role.