

Ymgyrch Diogelu Cymru Wledig Campaign for the Protection of Rural Wales



Job Description: Chief Executive (Part Time: 3 days a week)

Salary £50,000 (pro rata)

CPRW is a national campaigning charity that recently celebrated its 90th year (cprw.org.uk). It seeks to protect and safeguard the Welsh countryside in the widest sense of that word – its landscape, habitats, physical character, cultural qualities and historic attributes - while promoting good developmental practices and representing the views of rural communities on their local environment. It currently enjoys the support of some 1,200 subscribing members organised in 14 local Branches represented on its national governing Council. Its detailed work is the responsibility of Trustees elected to its National Executive Committee (NEC). Its Head Office is located centrally at Ty Gwyn, 31 High Street, Welshpool, SY21 7YD with one full-time highly experienced Operations Manager in post.

Introduction

The Chief Executive (CE) would hold an important position in this long-established charity, and must share the Trustees' and Branches' determination to maintain and develop it. In contractual terms the CE will be responsible to the National Executive Committee but in day-to-day terms to its National Chair or other nominated Trustee. The CE will typically work from home, but must attend Head Office when required, and when necessary work closely with Trustees, other staff and Branches. The CE will need to take part in dialogues and if necessary attend meetings with Welsh Government Ministers and Officers, partner organisations and others in Cardiff or elsewhere.

PART ONE – JOB DESCRIPTION

Key Areas of Work and relevant tasks

1 Organisation Management

To ensure that the work of CPRW is developed in accordance with the organisation's charitable Objects, its current aims, charity law and best practice guidance. To be conversant with and work within the charity's governance procedures, the staff manual and the charity's policies and guidelines.

To build relationships with existing and potential funding agencies and to use every endeavour to build CPRW's membership base.

To prepare, or oversee, the preparation of core papers and documents, including the annual report, annual accounts, committee papers, agendas and minutes in collaboration with relevant staff or NEC members, where appropriate. To produce, or to oversee the production of news releases and policy statements.

To assist the Treasurer and National Chair to draft an annual budget for consideration by the NEC.

To ensure that CPRW's revenue budget is managed in accordance with the decisions of the National Executive Committee (NEC).

To report to, and keep in close touch with, the National Chair and members of the NEC, particularly in respect of routine and special meetings. To liaise with Sub-Committees of the NEC, the Operations Manager and any other appointed staff or volunteers, partner organisations and officers of Branches.

To oversee the work of retained consultants or advisors, in particular The Funding Centre (Cardiff).

2 Organisation Development

To assist the NEC in drawing up and implementing an organisational development plan.

To oversee the provision of Head Office support for the work of the Branches, to visit them, encourage their development, enable liaison between them, promote formation and development of branches in parts of Wales currently under represented, and to encourage membership outside the principality.

3 Policy and Campaigns

To research and develop national policies and campaigns and to advise the NEC thereon.

To monitor relevant Welsh Government and other national material and to advise NEC on responses and actions. To lead on national campaigns authorised by the NEC and to elicit and co-ordinate any expert help.

To advise CPRW's Branch committees on pertinent matters and help guide their response to policy reform and development proposals.

4 Public Relations

To raise the profile of CPRW in all relevant arenas, and take all opportunities to make contributions to written, spoken and visual media, and to assist Branches and members of CPRW to do likewise. This is a fundamental task.

To lobby on CPRW's policies and campaigns at the National Assembly and elsewhere.

To act as the principal spokesperson for CPRW in the news media in conjunction with the Operations Manager, Branches and members:

- Maintain and expand a national and Branch level Media Contact list

- Maintain, or oversee, the CPRW website as a key vehicle for the promotion, publicity and record of CPRW's activities.

- Be primarily responsible for the editing and production of the twice annual Rural Wales magazine, our official publication, and the monthly e Bulletins.

5 Collaborative working

To stimulate and oversee the building and maintenance of productive relationships with other organisations.

To build on CPRW's existing representation on other representative organisations – such as Wales Environmental Link, The Alliance of Welsh Designated Landscapes, The National Grid Visual Impact Programme and others.

To review and develop suitable forms of formal or informal joint working with other organisations within Wales, both at national and more local level

6 Other Duties

To carry out any other relevant duties reasonably requested by the NEC.

PART TWO - For applicants' information

What would we expect of a successful candidate?

To fulfil your role and the standards expected, you will require an enthusiastic commitment to the values and policies of CPRW and most if not all of the following qualifications, skills and experience.

- A graduate or equivalent qualification related to planning, rural land use, environmental or landscape studies, (with particular emphasis on policy development) and/or a proven track record in these areas.
- Knowledge of the charity and voluntary sectors and an understanding of how they interact with CPRW's work and that of other decision makers.
- Understanding of the issues affecting the countryside and communities of Wales.
- Practical knowledge of planning processes in Wales and experience in advocacy work
- A willingness to go to Cardiff regularly and to travel around Wales using own vehicle, or public transport when reasonable and possible.
- Competence in IT and an enthusiasm for IT-based solutions

Personal attributes

- An ability to think objectively and to convey complex issues to others simply and clearly.
- A resilience to overcome demanding challenges and the talent and determination to make things happen, often with limited resources.
- Sufficient experience and enthusiasm to use your persuasive interpersonal skills to build constructive and influential relationships with a range of audiences.
- An ability to communicate confidently in written and oral media: Welsh would be an advantage.
- The self-assurance and motivation to represent CPRW in the media and in public.
- The ability to work independently of CPRW's Head Office location when necessary, coupled with flexibility to work constructively with key members and officers

[Given the nature of this post and in accordance with CPRW's policy to encourage sustainable working practices, home-based working is possible subject to suitable arrangements being agreed with the NEC together with a programme of availability in Head Office].

What will we offer in return?

- A salary of £50,000 pa pro rata, i.e. £30,000 pa plus any approved expenses incurred whilst undertaking your duties.
- Flexible Part time working arrangement (equivalent to 3 days per week) for an initial period of three years. There will be a six month probationary period subject to review thereafter.
- CPRW appreciates that it is expecting a wide range of abilities in this compendium of responsibilities and tasks, but stresses that the charity (especially in the NEC and Branch officers) has a reserve of talent and experience within its membership, which will always be available to help carry the load.

Application forms can be downloaded from www.cprw.org.uk or by request from Carys Matthews, Operations Manager on 01938 552525 or carys@cprwmail.org.uk

Completed applications should be returned to CPRW Head Office in Welshpool, either by email or post.

Suitable candidates will be interviewed in Welshpool.

Should you require any further details please contact Carys Matthews, as above
Closing date for applications is 18th October 2020.

Equal opportunities

CPRW aims to address equal opportunities in all areas of its work.