



Chief Executive Officer Recruitment Pack 2024

Working together to transform the lives of
vulnerable children and young people in Croydon.



REEDHAM
Children's
Trust

WELCOME

Thank you for your interest in joining Reedham Children's Trust.

Our charity is seeking a new, highly motivated, and visionary leader who cares about the work we do, who can lead Reedham Children's Trust in its new strategic direction. Building on 180 years of experience, we have bold and exciting plans for investing resources into innovative youth delivery services in Croydon; projects that will enable us to help hundreds more vulnerable children and young people in line with the current strategic plan.

Reedham Children's Trust is committed to improving life outcomes by funding sustainable services through investment partnerships with local frontline charities. Our recently launched Youth Innovation Fund exemplifies our dedication to providing creative solutions to the challenges faced by families in our community. As CEO, your vision and enthusiasm will be the driving force behind our continued success in transforming countless young lives in Croydon.

Your strategic leadership will help achieve positive outcomes for the children and young people we support while upholding a culture of excellence, accountability, and continuous improvement. In return, you will have the opportunity to lead a small, highly skilled and dedicated team, adept in self-management and committed to supporting the CEO and trustees in effecting high-quality operational and governance services. At Reedham, we value work-life balance and offer part-time and flexible working arrangements, primarily by remote, to empower our staff to perform at their best and achieve personal and professional growth.

We believe that with your drive, vision, and leadership abilities, you can help Reedham Children's Trust continue our mission of transforming lives and creating a positive impact for children and young people in Croydon.

Michael Nevill, Chair of Trustees



About us

Reedham Children's Trust is Croydon's oldest dedicated children's charity. It was established in 1844 to supporting the most vulnerable children and young people in Croydon, an aim which continues today,



27,483 children are living in poverty in Croydon.*



On average, 30% of children need to receive free school meals every day – in some areas of Croydon this increases to over 70% of children.*



Many areas of Croydon we work in are in the bottom 10% most deprived areas for living standards and employability.



*Stats from endchildpoverty.org.uk

We work in collaboration with other charities, voluntary organisations and schools, to enable:



Improved engagement, attendance and attainment at school



Skills development for life and work



Increased confidence and self-esteem



Mentoring



Food vouchers & Christmas presents for over 1,000 disadvantaged children each year

Job Description

We welcome applications from both experienced CEOs and individuals ready to embark on their first Chief Executive position. As an ambitious and inspiring leader with exceptional communication skills, a proactive approach to building sustainable relationships, and a clear vision for the impact you want to achieve, you will shape the future trajectory of our charity and nurture positive change within the community of Croydon.

Strategic Leadership – Operations

- Direct day-to-day operational activities to ensure efficient project delivery and demonstrate the impact on the children and young people we support.
- Foster a positive, inclusive work environment that nurtures staff development and inspiration in both remote and on-site settings.

Strategic Leadership – Governance:

- Collaborate with the Board to shape and refine the strategic plan in alignment with the evolving needs of vulnerable youth in Croydon.
- Provide regular updates to the Board, monitoring progress against targets to drive continuous improvement and accountability.
- Fulfill Company Secretary duties, overseeing compliance and efficient governance practices with support from the Executive Assistant and Finance Manager.

Positive Partnerships:

- Act as a compelling ambassador for Reedham Children's Trust, effectively representing the organisation to external stakeholders, funders, partners, and the community, articulating our mission and impact.
- Advocate for the needs of children and youth in Croydon, raising awareness of their challenges and the necessity for positive change and support.
- Cultivate and sustain strong relationships with local and national partners to secure funding for beneficiary-focused projects and initiatives.

Person Specification

The ideal candidate for this role will possess the following qualifications, skills, and attributes:

Proven Leadership Experience: Demonstrated success in senior leadership roles within the charity or corporate sectors, focusing on organisational growth and delivering impactful services to vulnerable individuals or communities.

Visionary Leadership: A visionary leader who can inspire, motivate, and empower a diverse team, fostering a culture of collaboration, innovation, and excellence.

Strategic and Operational Acumen: Strong strategic and operational management skills, capable of developing and implementing a clear vision and strategic plan for a charity, and effectively leading its execution.

Effective Communication Skills: Excellent communication and interpersonal skills, with the ability to build strong relationships with various stakeholders, including funders, partners, staff, and service users.

Passion for Social Justice: Demonstrate a deep commitment to social justice and enhancing the lives of vulnerable children and young people, with a strong advocacy for their needs.

Financial Expertise: Exhibit expertise in financial management, including budget oversight, income generation, and ensuring financial sustainability in a charitable context.

Alignment of Purpose and Values: Show a strong alignment with the core values, mission, and vision of Reedham Children's Trust, integrating personal values with organisational objectives to foster a culture of alignment, integrity, and shared commitment in improving the lives of young people in Croydon.

Reedham Children's Trust values diversity and inclusivity in the workplace, and welcomes applications from candidates of all backgrounds to enrich our organisation and better serve the community we support.

WHY JOIN REEDHAM CHILDREN'S TRUST?

Salary Range: £55k-£65k FTE, with pension auto-enrolment and a generous Annual Leave policy

Hours: 4 days (28 hrs) per week; hybrid & primarily by remote, with team anchor days in the South Croydon office

Management Responsibilities: 6 dedicated staff; this role reports to the Board of Trustees

Access to Training & Development as well as an Employee Assistance Programme

Deliver and grow the charity's new strategic direction with courage and creativity

Make a difference to the lives of hundreds of children and young people in Croydon

How to Apply

Your application should include the following three things:

- A **personal statement** of no more than two sides of A4 that explains your motivation for applying for the role and demonstrates how you meet the criteria set out in the Person Specification, as well as your vision for Reedham Children's Trust
- A **current CV** which includes all relevant employment history and key achievements in your most recent role. You will need to include your email address, contact number and the names and contact details for two referees, one of whom will need to be your most recent employer. (References will only be requested after a conditional job offer has been made)
- A completed **equal opportunities form** available to download from our website

For an informal and confidential discussion with the current CEO, please email Posey Furnish (Executive Assistant) at posey@reedhamchildrenstrust.org.uk

Please send your completed application to:

info@reedhamchildrenstrust.org.uk with CEO APPLICATION as the subject line.

The closing date for applications is: Friday 19 July at 5pm

Interviews are expected to be held w/b 29 July

Applications will be considered on a rolling basis.



www.reedhamchildrenstrust.org.uk



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