

Chief Executive

Role Description



Key Information

Responsible to	Chair of Staffing (Trustee)
Responsible for	Head of Resources, Head of Membership & Programmes, Fundraising & Development Officer, Centres lead
Salary Band	Leadership (Upper) - £41,531 to £50,997 <i>pro rata</i>
Working hours	Up to 30 hours per week (0.86), including some evening and weekend working
Annual leave	28 days pro rata + bank holiday entitlement
Location	Home based, including some travel across the UK
Contract type	Permanent
Last updated	April 2025

Job Purpose

To lead Woodcraft Folk, enabling volunteers and staff to deliver our charitable objectives to the highest possible standard whilst increasing and widening participation in our charitable activities. Focusing on our values, financial and environmental sustainability, the CEO should position the organisation so that Woodcraft Folk becomes the youth sector leader for 'education for social change'.

Responsibilities: Leadership and strategy

- Lead on devising strategic, business and operational plans for achieving Woodcraft Folk's strategic objectives
- Manage the organisation and its staff in order to achieve Woodcraft Folk's charitable objectives
- Be a key member of the Senior Management Team, with collective responsibility for driving forward the strategy and vision, taking key decisions in the best interest of the organisation, and role modelling our behaviours and values
- Promote and support best practice across the organisation, including equal opportunities, management of risk, data protection, safeguarding, health and safety, continuous improvement and staff support and development.
- Effectively communicate Woodcraft Folk's strategic objectives and organisational impact to members, partners, funders and others
- Work with the Head of Membership & Programmes to ensure a consistent quality of service and ongoing support to members, Groups and Districts
- In collaboration with the Senior Management Team test new approaches to delivering Woodcraft Folk's charitable objectives whilst ensuring high quality experiences for all children, young people and volunteers

- Analyse problematic situations and occurrences, providing solutions to ensure company survival and growth
- Develop a high performing management and staff team

Responsibilities: Financial and fundraising

- In collaboration with the Senior Management Team ensure financial sustainability
- Work with the Head of Resources to ensure sound financial systems and ensure good financial management across the organisation
- Develop opportunities to diversify income and increase organisational capacity through funding, contracts, consultancy and partnership working
- Seek and pursue external funding opportunities for the Woodcraft Folk

Responsibilities: Partnership & representation

- Raise the profile of Woodcraft Folk as a leading organisation for children and young people in the UK
- Raise and maintain Woodcraft Folk's profile within relevant sectors, building
- partnerships and affiliations to further the organisation's aims and objectives
- Represent the Woodcraft Folk in dealings with external bodies
- Develop collaborative relationships with like-minded organisations which support the delivery of our strategic objectives
- Build trust relations with key partners (Co-operatives UK, Coop Group, UK Youth,
- funders) and stakeholders and act as a point of contact for important shareholders
- Act as a media spokesperson when required

Responsibilities: Governance

- Ensure that good governance is implemented, improved and maintained across the organisation
- Ensure the Trustee Board, known as General Council, is able to make informed strategic, policy and financial decisions
- Support various Woodcraft Folk committees and decision-making bodies as required
- Support General Council to follow best practice in charity governance and comply with Charity Commission requirements
- Ensure that General Council is aware of its legal responsibilities and obligations
- Work with elected officers to ensure that Woodcraft Folk's Annual General Meeting happens each year and meets our standards of good governance and our constitution

Responsibilities: Other

- Maintain oversight of risk and safeguarding, undertaking risk analysis and working with colleagues and specialists to develop and review relevant policies and procedures.
- Consult and engage Woodcraft Folk young members and volunteers in shaping organisational policy, guidance and strategic direction

- Work with the Head of Membership & Programmes to empower and support young people to influence and engage in organisational decision making
- Support Woodcraft Folk's young members to campaign effectively on issues that are important to them locally and nationally.
- Proactively support inclusion and create structures that enable engagement by a diverse membership and volunteer teams
- Conduct tendering processes, negotiate and sign contracts on behalf of Woodcraft Folk in accordance with the agreed delegation of authority from General Council.
- Work with the Senior Management Team to ensure quality control and oversight of all charitable activities, capturing evidence of impact and future need for development
- And any other tasks in keeping with the described job purpose and graded responsibilities as directed by their line manager.

Person Specification

Essential

- Proven experience in a senior leadership role within a values led organisation, with a preferably within a youth organisation, charity or co-operative organisation
- Experience of leading multi-disciplinary staff teams and supporting staff performance and development.
- Demonstrated ability to develop and deliver strategic, business and operational plans in line with an organisation's mission.
- Proven success in partnership building and stakeholder engagement, with the ability to represent an organisation externally to a variety of audiences.
- Experience of governance and working effectively with a Trustee Board or similar governing body, including understanding of Charity Commission requirements.
- Experience of implementing and promoting best practice in safeguarding, equality, health and safety, and risk management.
- Understanding of financial planning, budgeting and fundraising in a charitable or nonprofit context.
- Strong understanding of inclusion, equity and diversity in a youth and voluntary sector context.
- Effective communicator, both written and verbal, with the ability to engage and inspire diverse audiences including funders, young people, and volunteers.
- Ability to plan, prioritise and manage competing demands and delegate effectively.
- Digitally literate and confident using Google Workspace tools for communication, reporting and data management.
- Excellent strategic thinking and problem-solving skills, with the ability to manage complex situations and lead organisational change.
- Deep commitment to Woodcraft Folk's aims, values and co-operative principles.
- Resilient and adaptable, with the capacity to navigate uncertainty and lead through change.

Desirable

- Professional experience working with children and young people.
- Experience of working in or with membership organisations or grassroots movements.
- Experience of co-operative structures or democratic decision-making processes.
- Experience of working with volunteers and supporting volunteer-led programmes.
- Knowledge of impact measurement and reporting for charitable activities.

Screening Requirements

DBS check Yes - Enhanced

References Yes

Right to work Yes

This role is exempt from the Rehabilitation of Offenders Act (1974)

To express interest in this role, please [Job Vacancies - Woodcraft Folk](#)

If you have questions about the role, or would like to arrange an informal discussion before applying, please email staffing@woodcraft.org.uk

Closing date is 9am Monday 26th May 2025.