

**WISH MANAGING DIRECTOR
Recruitment Pack
February 2025**

Thank you for your interest in this post. On the following pages, you will find details of the role and the selection process to assist you in completing and tailoring your application.

To apply you should submit:

- A supporting statement explaining why you are interested in this role, detailing how you are a good candidate for the position and how you fulfil the person specification – we recommend that this is no longer than three pages.
- An up-to-date CV which shows your full career history and two referees – we recommend that this is also no longer than three pages.
- Indicate on the supporting statement if you cannot attend any of the interview dates.

Applications must be received by 9am on Monday 17th March 2025.

First stage interviews will take place on Thursday & Friday 27th and 28th March.

Should second stage interviews be required then these will take place on Thursday 3rd and Friday 4th April.

All interviews will be conducted online.

Please submit your completed application documents to admin@wishnetwork.org

If you would like to have an informal discussion about the role and WISH, or if you have any other questions to help you decide whether to apply, please contact lucy.malarkey@wishnetwork.org to arrange a chat.

Welcome to WISH

As President and Chair of the Board, I would like to thank you for your interest in the role of Managing Director at WISH.

WISH is a forward-thinking organisation, small but mighty, with a powerful mission to advance gender equality through meaningful networking opportunities. The Managing Director plays a pivotal role in shaping our work and energising our vibrant community of volunteers, sponsors, and members.

For nearly 25 years, WISH has been a source of inspiration, connection, and empowerment for women in the sector. With 11 regional boards working collaboratively, we offer professional networking, career development, mentoring, and training opportunities that help women thrive. Through national and regional events, online programs, and a strong collective voice, WISH is driving real change to address inclusivity and gender imbalance. As Managing Director, you will be at the heart of this, championing our mission and galvanising our community.

We're seeking someone who is not only agile and diligent in their approach but also a natural people person, someone who can inspire, connect, and lead. You'll need to be as comfortable rallying volunteers and engaging sponsors as you are representing WISH on public platforms, hosting events, and writing thought-provoking blogs. This role requires someone who can seamlessly move between strategic thinking and hands-on delivery, always with an eye on growth and impact.

The role offers significant flexibility, two days a week, working from home, so you'll need to be self-motivated, organised, and adept at driving performance remotely. You'll be the linchpin that ensures our team, board, and regional networks have the tools, information, and energy they need to thrive.

The Board and I are looking for a dynamic and engaging leader who shares our passion for gender equality and women's empowerment. If you believe, as we do, in the transformative power of networking and community, and you're excited by the opportunity to help WISH continue to grow and inspire, then we would love to hear from you.

Warmest wishes,

Tracey McEachran
President and Chair

About WISH

WISH is a Community Interest Company; we are a social enterprise and a not-for-profit organisation which means that the money we generate through memberships and sponsorships funds the activities we carry out to further inclusivity and gender balance across the housing sector. We hold no assets and achieve all that we do with very low operating costs so that we can invest the maximum resource into achieving our vision of a housing sector where everyone can flourish.

We are a membership-based organisation for women who work across the breadth of roles connected to social housing from front line housing professionals to architects, lawyers and developers and we currently operate in 11 regions. We provide networking events and online sessions to inspire, inform, support and provide opportunities for women to come together.

Our purpose at WISH is to empower women through our networking activities, championing equality across every discipline of the housing sector. We have three strategic objectives around networking, career development and positive influence.

Our VISION is a housing sector where everyone can flourish.

Our PURPOSE is to empower women through our networking activities, championing equality across every discipline of the housing sector.

Our OBJECTIVES are:

- 1. Networking** – To empower and inspire women, supporting and enabling them to succeed through our regional and national networking events.
- 2. Career Development** – To build confidence and motivation for women at every stage of their career in the sector; from starting out to progression.
- 3. Positive Influence** – To be thought leaders in the sector, championing equality through our campaigns and collective voice.

Managing Director Role Profile

Reports to: The President/Chair and the CIC Board of Directors

Line manages: WISH staff and freelancers/contractors.

Job purpose:

- To lead the organisation in line with the overriding vision and purpose of WISH
- To embrace and promote the objects of the CIC as set down in our Articles of Association
- To promote and enhance the WISH brand and ensure exemplary service is always delivered to members.
- To ensure WISH CIC abides by the secondary rules and governance framework.
- To be responsible for the management of WISH, including:
 - Support the Chair and Board in leading on strategic direction.
 - Further develop our membership base and network.
 - Take proactive oversight of our sponsorship relationships and income raising opportunities.
 - Co-ordinate our PR and marketing activities and
 - Manage the staff and advisor team providing support and guidance.

Key accountabilities:

Strategic leadership

- Working with the Board in establishing strategic direction, delivering the business plan and other key strategies, and operate within agreed delegations of authority.
- Providing regular reports to the Board to provide assurance on delivery and impact, including financial performance for the whole network including all regions.
- Identifying and implementing necessary additional resource requirements within available budget.

Leadership of the network

- Ensuring proactive communication with and across the regional branches and the membership as a whole, promoting the value of membership with success stories.
- Continually identifying opportunities to increase membership, including improving our reach to a more diverse audience, as well as considering opportunities to establish new regions, grow existing ones and/or consolidate them as needed.

Sponsorship and income management

- Maintaining effective relationships with existing sponsors, helping them to feel valued and connected to our work.
- Identifying new sponsorship opportunities, expanding our partnership base, drawing upon the regions to further support sponsorship and income raising opportunities.
- Encouraging the growth and development of new, income-generating relationships and products that meet the needs of the membership, in line with the purpose of WISH.

Influencing

- Acting as the official WISH spokesperson, and proactively getting our messages out, regularly using social and other media, remaining alert and responsive to topical matters.
- Overseeing our PR, marketing and events calendar, including our campaigning and annual gatherings at various housing conferences and working closely with partners to implement.
- Acting as an ambassador for WISH, developing effective external networks that will add value to the company and further support its desired positioning to influence sector debate and thinking.

Management

- Leading by example in managing staff, adopting a coaching style which encourages innovation and empowers staff to fulfil their potential and deliver high levels of performance.
- Delegating work appropriately, retaining an oversight where necessary.
- Appointing and managing professional advisors and external consultants.
- Keeping effective oversight of the company's staffing and other resource requirements.

Person specification

Experience and knowledge

- Has a senior track record of working in housing or construction or related sectors. Having a well-established professional sector network will be an advantage.
- Experience of taking P&L responsibility and being accountable for financial viability.
- Experience of motivating and inspiring a staff team, manages effectively.
- Has had exposure at Board level, understands the distinction in roles between Board and officers. Working within a CIC will be an advantage.
- Has run information and marketing campaigns, making use of a range of promotion and delivery vehicles including social media.
- Has a track record of speaking on platforms, organising and/or participating in events, and having an effective presence.
- Good business acumen, used to making commercial decisions.
- Experience of developing and delivering plans and strategies through a collaborative approach.

Skills and abilities

- Able to horizon scan and look outwards.
- Leads with energy, passion and drive.
- Able to make sound judgements, provide a steer and be accountable for advice that is given. A strategic thinker, experienced in translating strategy into action.
- Good IT skills, confident with technology and use of social media.
- Excellent written, presentation and interpersonal communication skills, able to tailor those. Strong influencing and negotiating skills, a good networker, able to get buy-in. A track record in securing sponsorship will be an advantage.

Personal attributes

- A high level of personal integrity takes responsibility for expected leadership behaviour and conduct.
- Builds trust by being transparent, reliable, and collaborative.
- Demonstrable commitment to equity/equality, diversity and inclusion
- Champions innovation and learning, embraces the insight and expertise of others.
- Works flexibly and with agility.
- Is at ease with being a role model.

Key terms and conditions

Employment status:

Part time employee (PAYE). Working for two days a week. It is anticipated that the MD will join the CIC Board of Directors and be recorded at Companies House, subject to satisfactory due diligence.

Reward package:

£89,500 per annum pro rata. Minimum pension contributions are 3% of qualifying earnings (between £6,240 and £50,000 per year) made by the company, when 5% is made by the employee. Annual leave is 28 days per year, pro rata depending on the hours worked. Statutory sick pay also applies. Additional benefits include broadband cover, fuel allowance and/or travel expenses for business purposes.

Working hours:

Two days a week, to be carried out largely during traditional office working hours of Monday to Friday. You will need to be available for various business meetings during usual working hours. This is not a role that can be undertaken while already working full time. Possible additional hours may be required from time to time, and these will be discussed with the Chair.

Place of work:

This is a home-based role. WISH is not able to cover the supply of equipment, so it is expected that the postholder will have access to a home computer/tablet, mobile phone etc.

Probation and notice period:

The probation period for the role is six months. The notice period after probation is three months.

Key dates and the selection process

The closing date for the role is Monday 17th March 2025 at 9am.

The meeting to agree longlisted candidates will take place during the week of 17th March and we will endeavour to let you know the outcome of your application by the end of that week.

First interviews will take place on Thursday and Friday the 27th and 28th of March.

If second interviews are required these will take place on Thursday and Friday 3rd and 4th of April.

All interviews will take place online.