

MANAGING DIRECTOR

Recruitment Pack

September 2021

Thank you very much 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. In order to apply you should submit:

- An up-to-date CV which shows your full career history and two referees – we recommend that this is no longer than three pages;
- A supporting statement explaining why you are interested in this role, detailing how you are a good candidate for this post and how you fulfil the person specification – 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.

Please note that applications can only be considered if all the documentation is complete. Please submit your completed application documents to admin@wishgb.co.uk

Applications must be received by 9am, Monday 25th October 2021.

If you would like to have an informal discussion about the role and organisation, or if you have any other questions to help you decide whether to apply, please get in touch at the email address above to arrange a chat.

Welcome to WISH

When I joined forces in 2002 with Nicola Dibb, who founded the network in 1998, we were ambitious, but we did not anticipate that WISH would be where it is now. I look back with pride at what WISH has accomplished over the last couple of decades, and now I find myself looking forward to our next exciting stage.

We think being the Managing Director of WISH is one the best jobs in the housing sector. Our ever-expanding network exists across the UK, realising our commitments to -attract new female talent into the UK housing sector; support the career progression of women; and work towards gender equality for our sector. These goals have never felt more important. As we stand in solidarity with Black Lives Matter, it really does feel as though the housing sector should take this opportunity to realise its often stated (but not always realised) commitment to equality. In this Managing Director role you get to spearhead WISH's crucial contribution to that agenda.

WISH has a robust governance framework in place as a Community Interest Company, with a main CIC Board of Directors, that I chair, which includes representatives from our network of nine regional branches.

The role offers significant flexibility, as you will be working around four days per month, from a home-base. This means you will need to be self-servicing, able to monitor delivery and performance from a distance and ensure the team and Board have the tools, information and motivation they need to be effective in their roles. You will need to feel comfortable in a range of circles – when seeking sponsorship from potential corporate partners, speaking on platforms, hosting our network events, writing a blog or a comment piece etc. This is a post where you will need to be at ease to switch seamlessly from the operational to the strategic.

The Board and I are seeking a dynamic and engaging leader, someone who can inspire our network and encourage greater diversity to ensure that WISH continues to make an impact. You will share our passion for the importance of networking and the difference that affordable housing can make to the life chances of residents, as well as to women's careers. Housing offers a range of opportunities for women in both the private and public sector and WISH remains singularly focused on working smartly to create safe spaces for women to network, build their confidence and help ensure equal representation of women at every level and function across our sector.

If you believe as passionately as we do about networking and gender equality, and decide to apply, I shall very much look forward to hearing about your offer. I hope WISH has inspired you to consider being a part of the next phase of our journey; it promises to be exciting and rewarding.

Yours



Debra Constance, Chair

About WISH

Networking the WISH way - 'It's not who you know, it's who knows you'

WISH is a networking community of encouragement and support for every woman in the UK housing sector.

Our WISH for you

Professional networking with WISH offers a powerhouse of benefits. Now more than ever given our economic climate, this is an important time to seek strength and value in business relationships.

At WISH we passionately believe that our members can benefit from excellent opportunities to connect and engage with women at all stages of their careers, and across a whole range of organisations who operate in the UK housing sector – both private and public.

Our Vision

A housing sector where everyone can flourish.*

*Flourish: (of a living organism) grow or develop in a healthy or vigorous way, especially as the result of a particularly congenial environment.

Our Purpose

To use networking in the housing sector to promote equality.

How we are structured

We are a community interest company (CIC) with a voluntary main Board of Directors that is made up of regional representatives.

We now have over 500 subscribed members spanning across nine regions in the UK. Each region has its own Board.

The staff team

Gill Cook | Membership & Administration Coordinator

A business graduate with over thirty years' experience in housing, Gill has worked in housing roles in the private sector, public sector (for both a local authority and a housing association) and with a local charity. Gill spent ten years as a self-employed consultant, offering a wide range of services to the housing sector; she also wrote policies and procedures and delivered training sessions on a regional career mentoring programme.

Gill has been an active member of the Chartered Institute of Housing's East region Board, holding several officer positions including Chair. Following a brief spell in education, Gill is now pleased to be back in the housing sector with WISH, dealing with all membership and admin matters.

Contractors and consultants

- | | |
|-----------------------------------|--|
| Lauren Elliott | – Our retained financial controller, manages all finances and reporting. |
| Emmeline Kelly /
Claire Care | – Work to a monthly budget, creating posts/content for website, email shots, newsletters, promotional activities etc. including social media management and posting roles on the jobs board. |
| Hough Bellis | – On a quarterly retainer, our PR consultants organise press releases and help with general promotional activities and media articles. |
| What If? | – On a monthly retainer, host our website and mail boxes, manage the functionality of the database. |
| Mara Thorne | – HR consultant, helps when needed on policy, contracts, recruitment etc. |
| IT Service Match/E-tec
service | – Provide advice when needed on GDPR and IT infrastructure. |

ROLE PROFILE

Reports to: The Chair and the CIC Board of Directors **Line manages:** all WISH staff and contractors

Job purpose

- i. Lead the organisation in line with the overriding vision and purpose of WISH:
 - Our vision is a housing sector where everyone can flourish.
 - Our purpose is to use networking in the housing sector to promote equality.
- ii. Embrace and promote the objects of the CIC as set down in the Articles of Agreement which are to carry on activities which benefit the community and in particular (without limitation) to:
 - Running regional and national networking events for women working in every discipline of the UK housing sector;
 - Promoting the housing sector as a career opportunity for young women;
 - Addressing the gender imbalance in the UK housing sector; and
 - Providing support for women working in the housing sector to enable them to succeed.
- iii. Promote and enhance the WISH brand and ensure exemplary service is delivered to members at all times.
- iv. Ensure the WISH CIC abides by the secondary rules and governance framework.
- v. 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

vi. Strategic leadership

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

vii. Leadership of the network

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

viii. Sponsorship and income management

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

ix. Influencing

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

x. **Management**

- Lead 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.
- Delegate work appropriately, retaining an oversight where necessary.
- Responsible for appointing and managing professional advisors and external consultants.
- Keep 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 equality, diversity and inclusion that is embedded in all you do.
- 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).

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

£15,000 pa.

Pension, 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

Four days per month, 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.

Meetings have been taking place via Zoom/Teams. There is no permanent office base but WISH hires office space for face to face meetings as required, typically although not exclusively in London.

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

Closing date: Monday 25th October 2021, at 9am

The meeting to agree longlisted candidates will take place during the week of 25th October. We will be in touch to let you know the outcome of your application by the end of that week.

First interviews: Thursday 4th / Friday 5th November 2021 (a.m.)

Longlisted candidates will be asked to attend a first online interview with WISH, and the panel will include Debra Constance, Chair, and Helen Greig, outgoing MD.

Final interviews: Thursday 18th and Friday 19th November 2021 (a.m.)

Shortlisted candidates will also be asked to prepare a presentation.

The interview panel will include Nicola Dibb, Founder and Director, and Helen Greig, outgoing MD.