



**ramblers**  
at the heart of walking

**Chief Executive Officer**

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**JOB PACK**

## Job description

<b>Job Profile Title:</b> Chief Executive Officer	<b>Responsible to:</b> Chair of the Board of Trustees
<b>Department:</b> CEO Office	<b>Responsible for:</b> Providing leadership to all staff, volunteers and members of the Ramblers
<b>Band:</b> 7	<b>Location:</b> Central Office, London

### Overview

The Ramblers is the country's premier walking charity and the only organisation that combines the joy of walking with protecting the environment. Each year 300,000 people take part in our group walks. Our campaigns help make Great Britain a better place to live and walk and leave a vital legacy for future generations.

We are seeking an inspirational CEO who will work collaboratively to develop and execute our strategy with an enthusiastic Board of Trustees and Senior Leadership Team.

The CEO's success will come from aligning 20,000 enthusiastic volunteers with our strategy and leading the 100 strong staff team to deliver challenging objectives. They will relish the challenge of growing our membership of 100,000 and developing partnerships and funding streams to support this growth. It is critical they are an excellent relationship builder.

The Ramblers is future focused, and we have embarked on a significant transformation programme, covering our organisational design, ways of working and brand. As part of this, we have developed digital tools and resources to help us meet our future needs. We now need to ensure these tools are embedded and widely used by staff, volunteers and members.

If you are committed to our cause and have the skills, experience and drive to lead us through the next stage of our transformational journey, we would like to discuss our CEO role with you.

### Key Responsibilities

#### Leadership and Management

- Ensure staff and volunteers engage with the Ramblers' mission and purpose
- Foster strong internal communications and a positive working relationship across all teams of staff and volunteers
- Inspire an organisational culture that is high-performing, forward looking and enjoyable
- Manage and motivate members of the Senior Leadership Team (SLT) to develop their competence as Directors and deliver their objectives through their teams
- Own and manage key volunteer relationships and communications
- Lead the collaboration of Ramblers GB staff in the delivery of effective services to the Nations; Ramblers Scotland and Ramblers Cymru

#### Strategy and Delivery

- Development of the overall 5-10 year strategy in conjunction with the Board of Trustees
- Prepare and deliver the annual business plan, operational objectives, resource allocation and budget
- Put in place approaches and frameworks that ensure sustainable income generation and membership growth over the long term
- Deliver our transformational change objectives as well as business as usual

- Development and delivery of Campaign strategy, Rights of Way and path maintenance
- Set and measure our impact against robust KPIs

#### Governance

- Work with the Board of Trustees and SLT to ensure that the Ramblers mission is safeguarded, and the strategy and related policies are clear and well informed
- Provide regular updates, reports and recommendations to the Board of Trustees and attend both Trustee and Sub-Committee meetings as required
- Ensure proposals are robustly thought through in terms of their financial viability, sustainability and strategic fit
- Ensure the organisation fulfils its legal, statutory and regulatory responsibilities, as well as adhering to its HR, financial and risk management policies
- Safeguard the reputation, values, finances and resources of Ramblers. Identify risks and take appropriate steps to mitigate these

#### Profile and Influence

- Promote the Ramblers to the public and represent Ramblers to external stakeholders, influencers and the media
- Ensure the Ramblers advocacy and campaigns deliver positive impactful change
- Implement approaches and frameworks to ensure volunteers and members benefit from participating in and delivering the Ramblers' activities
- Enhance the brand and reputation of the Ramblers

#### **Required experience**

- Previously held the role of CEO or senior director in a large charity or non-profit, working closely with the governance body
- Strategic planning, budgeting and decision making at Board level
- Direct experience of working with volunteers in a large volunteer-led organisation
- Successfully led an organisation through transformational change
- Managed and developed direct reports at Director level, so they deliver challenging objectives
- Built effective relationships with external organisations, influencers and the media

#### **Desired experience**

- Demonstratable leadership of campaign activities
- A track record of developing and securing relationships with external funders
- Experience of a membership organisation including specific responsibility for attracting and retaining a growing community of members
- Successfully embedded the use of new digital tools and systems

#### **Key skills**

- Strategic judgement – shrewd, creative thinker, who takes sound decisions on priorities, risks, trade-offs and what is an achievable pace of change
- Delivery – analyses, plans and delivers complex projects and budgets across multiple objectives
- Credibility – strong communication skills, assertive, challenges constructively and respected
- Collaborative leader - builds strong relationships, trust and engagement with staff, volunteers and Trustees. Develops a high-performing team through coaching and delegation
- Drive – demonstratable energy and resilience to manage different stakeholders and resolve conflicts effectively
- An enthusiastic, inclusive, responsive, flexible and empathic working style

### **Compensation and Benefits**

- Competitive salary
- Perkbox – includes 200 exclusive perks, employee assistance programme and online GP access
- Company pension
- Season Ticket loan
- Christmas office closure in addition to annual leave entitlement

## **How to apply**

Please send your **CV and a summary of why you think you have the skills and experience for this role** to [recruitment@ramblers.org.uk](mailto:recruitment@ramblers.org.uk) by 14<sup>th</sup> September 2020.

We will review all applications and confirm by email whether we are going to be taking you through to interview stage. Please note we anticipate\* that the interviews will take place between the following dates:

First round: 21<sup>st</sup> – 25<sup>th</sup> September

Final round: 5<sup>th</sup> – 9<sup>th</sup> October

\*please note the interviews may be delayed or moved online given the ongoing coronavirus situation and we will keep applicants updated as appropriate

## **Additional background Information on the Ramblers**

The Ramblers helps everyone, everywhere, enjoy walking and protects the places we all love to walk. We are the only charity dedicated to looking after paths and green spaces, leading walks, opening up new places to explore and encouraging everyone to get outside and discover how walking boosts your health and your happiness.

Since 1935, the Ramblers have played a crucial role in:

- establishing National Parks
- establishing the first National Trail, the Pennine Way
- protecting paths and placing them on definitive maps in England and Wales
- getting access to the countryside, including the Land Reform (Scotland) Act 2003, securing ancient freedoms and the Countryside and Rights of Way Act (2000) which opened up a million hectares of countryside in England and Wales
- helping people to go walking on friendly, group walks and with our quality library of self-guided routes.

Volunteers are at the heart of everything we do. Other than small staff teams in London, Edinburgh and Cardiff and our home workers, all our work is carried out by volunteers. Some 20,000 work 365 days a year, rain or shine, to deliver our mission.

### **Our vision and strategic framework**

Our vision is a country where everyone enjoys the outdoors on foot and benefits from the experience. We are focusing on three ambitions to help us make our vision a reality:

### *A country designed for walking*

We want everything to be in place in England, Scotland and Wales so we can all enjoy the outdoors on foot and benefit from the experience. This includes great places to walk; a true right to roam and path networks that connect people with communities, history, and nature; we want to ensure the right support from government, society, public and private organisations to help us achieve this. A walking country will enable and motivate more people to walk, as a means of transport, for their health and wellbeing, to help the environment or for the sheer joy of it!

### *Helping everyone find their feet*

Walking can take you anywhere. We want to provide the support and resources everyone needs, regardless of their age, background, fitness or mobility, to enjoy and benefit from walking outdoors. We want to help construct the national and local policies and programmes that give individuals and communities the opportunity to go out and walk, and we want to educate them about how walking can improve their health and wellbeing.

### *Connecting people through the Ramblers*

We want to improve the health and wellbeing of the public by providing our own communities of walkers with the best possible Ramblers experience. This includes leading high quality walks, facilitating outings and holidays that help people enjoy the best walking has to offer; producing expert resources so people can safely explore the outdoors themselves and connect with nature; and providing tailored support to individuals to help them progress from the sofa to the summits or the city street to the mountain peak.

We will do all this by leading from the front. We will stand together with the outdoors community, inspire a new generation of walkers and continue to work in partnership to achieve our three ambitions.

### **Our governance**

At the heart of everything we do are our members who support our values and deliver the vast majority of our work by volunteering their time and energy. At our AGM, a group of our volunteers from across the country meet as our General Council and elect our Board of Trustees. Formally we are the Ramblers Association, but we operate as the Ramblers.

Whichever nation they call home, every member who joins us is part of Ramblers Great Britain. Ramblers Scotland and Ramblers Cymru operate independently but within the Ramblers GB family. Areas in Scotland and Wales elect a national council similar to the General Council. These councils elect an executive committee who set the strategic direction and policy for our work in Scotland and Wales. Our GB strategic framework and business plan are supported by equivalent documents for Ramblers Cymru and Ramblers Scotland.

Trustees delegate responsibility for the day to day management of the charity to our Chief Executive Officer and their team.

### **The team**

The Ramblers GB friendly staff team comprises six departments:

- Chief Executive Office – provides overall leadership to the organisation and makes sure our charity is governed effectively;
- Advocacy and Engagement – lobbies and advocates on behalf of walkers, campaigns to bring about change, responsible for the Ramblers brand and external communications channels, raises our public profile;
- Operations and Volunteering – helps get more people walking more often through member and non-member products and services including group walks, self-guided routes and path maintenance activities; ensures a consistent approach to the management and support of volunteers across the charity;
- Membership and Fundraising – focused on attracting, engaging and retaining a loyal, vibrant community of members and supporters across Britain. Our aim is to deliver long-term, sustainable

- income growth from valuable partnerships with our members, individual supporters, corporates, trusts, statutory bodies and our society lottery, to enable the delivery of the Ramblers' mission;
- Data, Digital and Technology – drives change through designing, developing & deploying data & digital capabilities for staff & volunteers and also managing our information and communications technology provision;
  - Services – provides underpinning infrastructure to support the delivery of our mission, through Finance, HR, Facilities Data Protection.

There are also teams in Ramblers Cymru and Ramblers Scotland, reporting via their directors, to the CEO.

As a small organisation with big ambitions, all our work is delivered in a genuinely cross-team, collaborative way.

Whichever team they're in, and wherever based, our staff all have a few things in common – a passion for walking and the outdoors, a huge appreciation for our volunteers, and a commitment and resilience to make ambitious plans happen in a challenging environment.