



# Chief Executive Officer Huddersfield Town Foundation

September 2024



# About the Huddersfield Town Foundation

The Huddersfield Town Foundation is the official charity of Huddersfield Town Football Club. Our mission is to tackle the consequences of inequality by working to provide positive opportunities and support to the community of Kirklees. The Foundation is perfectly placed to help the community, and successfully engage with groups that many other programmes fail to reach.



The Foundation inspires people, creates opportunities, and works with other local organisations to deliver needs-driven projects across Kirklees. This is done through projects which aim to tackle at least one of our four strategic impact areas; Learning and Education, Movement and Activity, Health and Healthy Behaviours and Safe Spaces and Places.

Established in 2012, the Foundation's initial focus was to establish Breakfast Clubs in schools to ensure that children started their school day with a healthy and nutritious breakfast. Fast forward to 2024 and the Foundation still delivers Breakfast Clubs but we now offer much more. From support with social isolation and physical and mental health, primary school classroom educational interventions, mentoring and youth work with young people in and outside of school to employment and skills support to care leavers.

We are rooted in our community. The unique needs of Kirklees are how we define our purpose, along with our passion for football and supporting communities.

# Welcome from the Chair of Trustees

Thank you for your interest in becoming our new Chief Executive at Huddersfield Town Foundation. The Charity is an extraordinary place, and it is impossible not to feel a daily sense of pride at the collective dedication, knowledge and passion of its staff, and the sheer scale, depth, and quality of our services and support to those with whom it interacts. As we embark on a new phase, our priority is to ensure that we continue to evolve but also, transform our culture, support our people, but crucially, redouble our efforts as a Charity to succeed in our goal of being even stronger and more resilient than it was before. We are rooted in our community.

As our new CEO, you will set the tone for the culture and transformation of the Foundation. Building on the success of recent years, but also, reviewing best practice in terms of operations and practice, this will include the operating structure of the Foundation. The CEO will be able to build strong and effective partnerships, including with, Huddersfield Town FC and the English Football League. On a day-to-day basis, internal visibility is as equally important as our external presence. Both must be equally balanced. Also important, will be your ability to be a "leader of leaders".

As CEO you will bring a high degree of emotional intelligence, diplomacy, and soft power. You must also possess judgement, courage, and resilience. Being able to keep an ear to the ground, whilst acting as wise counsel are all vital characteristics. This extremely important appointment comes at a time of genuine reflection within the sector.

If you believe that you have the background and pre-requisite skills and experience, then we want to hear from you. If appointed, you would be given training and support to enable you to fulfil all aspects of the CEO role. I am happy to answer any questions that you may have, and we look forward to receiving a compelling application from you.

Dr Delroy Beverley CCMI

# Role Summary

We are looking for a dedicated and knowledgeable Chief Executive Officer to function as a key member of the leadership team.

The role provides an excellent opportunity for the right individual to provide senior leadership of the Huddersfield Town Foundation, developing and delivering an ambitious strategic plan that increases the Foundation's impact and reputation locally, regionally and nationally, and in so doing significantly increasing charitable funds that can be reinvested in community-based activity for the benefit of Kirklees and its communities.

This role will have a principal focus on business growth, influence, and impact. The Trustees are looking for a high-calibre CEO who can make the Huddersfield Town Foundation one of the leading club community organisations in the country, growing the business significantly over the next five years, whilst working in partnership with the Football Club, Premier League Charitable Fund, EFL in the Community and Kirklees Council.



# Key Accountabilities

## Strategy, Governance and Finance

- Act as principal advisor to the Board of Trustees, ensuring all statutory, regulatory, and contractual requirements required by law, regulation, or contract are adhered to.
  - Prepare an annual budget for the agreement of the Board of Trustees and implement effective financial management and accounting arrangements to deliver the activities of the Foundation within budget.
  - Act as the Chief Executive Officer of the Foundation, with full responsibility and accountability for the strategic direction and operational delivery of the Foundation, under the guidance and support of the Board of Trustees.
  - In conjunction with the Board of Trustees, develop, communicate, and implement a new Strategic Plan for the Foundation that is ambitious and focused on business growth in order to establish the charity as one of the leading Foundations in the country, driving growth in income from circa £1.2m per annum to greater than £3m per annum.
  - Promote the development and implementation of the Charity's policies and procedures regarding Health and Safety, Equal Opportunities, Financial Regulations, Human Resources, Administration, ICT, Data Protection, Safeguarding and any other key policy area as required.
- Ensure the effective operation of the Foundation's governance structure and support Trustees in fulfilling their leadership and governance responsibilities.
  - Provide oversight, scrutiny, review, and challenge over the use of Foundation funds to include ensuring funds are appropriately and transparently categorised and used for the intended purpose in line with our strategy.



# Key Accountabilities

## Commercial Growth

- Develop and implement initiatives that significantly increase the Foundation's charitable funds, with particular focus on unrestricted funding, to help deliver the Strategic Plan and invest in community-based activity for the benefit of Kirklees and its communities.
- Work closely with the Club to maximise new sponsorship opportunities and develop strong funding relationships for the Foundation.
- Oversee, scrutinise, review, and challenge the use of restricted funds, to include ensuring funds are appropriately and transparently categorised and used for the intended purpose.
- Develop and maintain a 'pipeline' of investment opportunities and share these with fundraising and other colleagues as a means of enhancing our brand and giving fundraisers information they need to attract donors.
- Work with colleagues across the charity to proactively identify opportunities to invest funds, either internally or with partner organisations (e.g. based on evidence gathered around emerging needs and innovative ideas, to attract matched funding for larger projects).

## Impact Evaluation

- Establish a process of monitoring and reporting against objectives by providing timely reports to the Board of Trustees.
- Evaluate how funds have been used against the established criteria and desired outcomes.
- Solicit external reporting (working with colleagues) to ensure the annual report and impact report demonstrate the full breadth and impact of our work.
- Review and critically analyse how and where our current voluntary funds are used and assess the true impact on our community (evaluating and measuring the impact of our work).



# Key Accountabilities

## Leadership and Management

- Establish a leadership team and supporting staffing structure that delivers the ambitions and Strategic Plan of the Foundation.
- Lead, support, and develop the senior leadership team of the Foundation.
- Establish credibility throughout the Foundation and the Club and with the Board of Trustees as an effective developer of solutions to business challenges.
- Proactively contribute to, and participate in, the Club's senior executive team.
- Establish a trusted and effective working relationship with the Club, working effectively in partnership with senior executives of the Club on projects and initiatives that benefit the charitable objects of the Foundation.
- Communicate to senior managers and the wider organisation about the role of the Foundation, the impact on them/their teams, and how to attract funding for future work.
- Work with colleagues across the organisation to develop innovative ways to address current and emerging needs to improve outcomes for the population of Kirklees.

## External Engagement

- Raise the profile and impact of the Foundation locally, regionally, and nationally.
- Establish strong and effective relationships with key partners by representing the Foundation with external partners and stakeholders including: The Premier League, English Football League, Kirklees Council, Kirklees College, existing and potential funders.
- Develop and maintain strong networks in the football club foundation network and understand best practise in the sector.
- Liaise, collaborate and negotiate with stakeholders, including commissioners and funders to build and sustain networks and relationships to advance the Foundation's goals.
- Raise the profile and active involvement of the Foundation in both traditional and non-traditional sport and community provision throughout Kirklees and the local area.
- Promote the development of specific programmes and activities for those most in need in the Kirklees e.g. vulnerable groups and those suffering hardships. Communicate the work of the Foundation outside of the charity to attract partners, donors and other third parties to work towards our common goals.

# About You

## Knowledge

- An understanding of how organisations contribute towards the regeneration of communities and an appreciation of the broad social, political, and economic trends influencing this.
- A clear desire to learn, evidenced through active continued professional development.

## Experience

- Significant and varied experience managing in charitable giving/grant-making organisations at a senior management level with a strong focus on governance.
- Experience of successful strategic and operational resource management.
- Experience of operating in a senior leadership capacity with strategic responsibility for business strategy and development.
- Experience of delivering substantial business growth.
- Experience of delivering large scale and complex projects and programmes.
- Evidence of success in generating and managing major business and cultural change.
- Experience of delivery of business strategy and business growth and development.
- Experience of forging successful partnerships with a range of external organisations and stakeholders.





# About You

## Experience (cont.)

- Experience of building successful and credible relationships with key stakeholders (internally and externally) and understanding the issues facing them to provide solutions.
- Experience in making difficult resource decisions in a complex environment, whilst negotiating with alternative viewpoints.
- Experience in using a variety of tools / frameworks to make decisions and to measure and evaluate the impact of decisions made.
- Experience of providing a range of stakeholders with complex information in a clear, simple and straightforward manner which enables and empowers them to act accordingly.
- Experience in developing and delivering organisation wide strategic initiatives.



# About You

## Skills and Abilities

- An exceptional communicator, able to create impact and demonstrate proactive relationship awareness.
- Culturally aware with strong mentoring skills.
- Evidence of leading, shaping, and influencing cutting edge thinking and innovative practice.
- Strategic skills and abilities with strong partnership and collaborative credentials.
- Highly developed networking, partnership, advocacy, negotiating, and presentation skills.
- An ability to deliver results within a tight financial framework.
- Willingness to take managed risks.
- Highly competent networker and influencer at a regional, national and/or international level.
- Highly developed advocacy and communication skills, being able to effectively promote the ambitions of the Foundation to funders and partners.
- Commitment to fairness and equality and sensitivity to diverse service users.
- Excellent interpersonal skills and the ability to work effectively with people across different cultures, levels, and organisations.
- Able to review complex processes and work collaboratively to design new ways of working, including inspiring others to embrace these changes.
- Able to break down silos to foster an atmosphere of co-operation and collaboration to upskill, provide learning and knowledge exchange to support the work of the Foundation.
- Able to inspire others in a team to bring the best of themselves to work and to embrace their own learning and development.
- An excellent standard of written, listening, and oral communication skills, including report writing and presentation skills for a diverse range of situations and settings.

# Additional Information

- The CEO will report into the Foundation's Chair of Trustees.
- Salary of c.£65,000 depending on experience, including, annual salary reviews.
- This full-time role will be based at HTF's Huddersfield office. Monday-Friday with typical working hours 9am - 5pm
- 25 days annual leave plus 8 bank/public holidays. Two discretionary, non-contractual days on completion of probation - birthday and a festive preparation day.
- Company pension scheme with Sharia-compliant plan option.
- Performance reviews and associated objectives.
- Positive, supportive working environment with opportunities for practical training and progression.
- Training and development opportunities. Staff social activities.
- Equipment such as laptop, mobile phone, and branded clothing.
- Access to tickets to home HTAFC league fixtures and discount in the Club shop.
- Free car parking.
- Support for health and wellbeing, including access to occupational health support and confidential counselling.
- Inclusive and welcoming environment – equality, diversity, and inclusion priorities are embedded throughout the organisation.
- You may also be expected to conduct yourself in other ways and undertake different duties which are reasonable in the opinion of the Foundation. Your job profile is not limited and may be reasonably modified as necessary to meet the needs of the business.

# How to Apply

- Please submit a comprehensive 2-page CV along with a covering letter of no more than 2 pages, which sets out your interest in the role and encapsulates the aspects of your experience relevant to the required criteria. Please include current salary details and the names and addresses of three referees. Referees will not be approached until the final stages and not without prior permission from candidates.
- All candidates are also requested to complete an online Diversity Monitoring Form which will be found at the end of the application process. This will assist in monitoring selection decisions to assess whether equality of opportunity is being achieved. Any information collated from the Diversity Monitoring Forms will not be used as part of the selection process and will be treated as strictly confidential.
- Closing date for applications is Friday 27 September.

## Selection Process

- Following a long-list meeting of the Nominations Committee (consisting of representatives of the Board of Trustees and EFL In The Community), successful candidates will be invited to attend preliminary interviews on 18 October 2024.
- Following the shortlist meeting, final interview panels will take place in late October 2024 with multiple stakeholders and partners.

## Due diligence

As you will appreciate, you will have conducted the relevant due diligence on Huddersfield Town Foundation, and we will do the same for the candidates who we anticipate would really bring that 'something special' to the organisation.

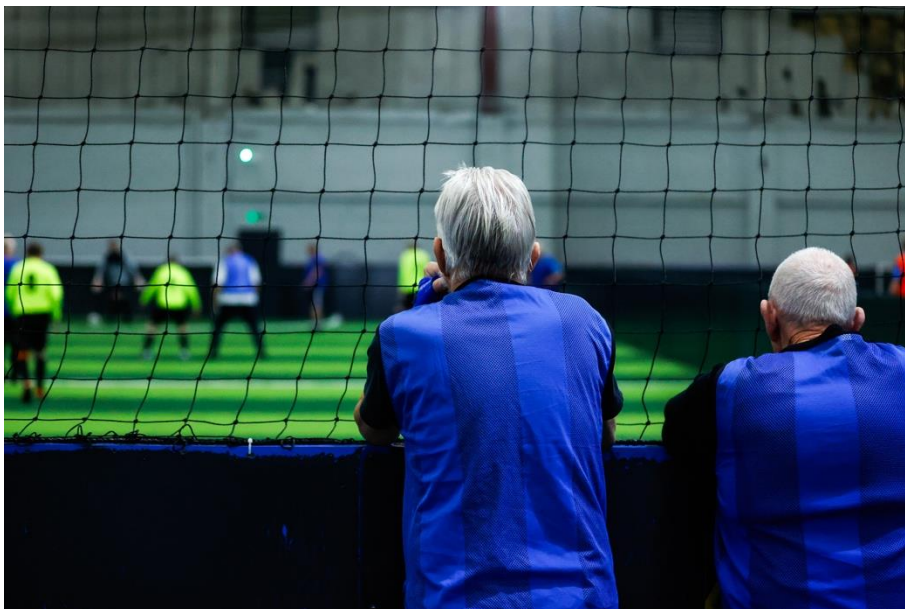
## Offer and acceptance

The Nominations Committee puts together the offer which will then be approved and signed off by the Board of Trustees.

# Other Information

## Personal Data

In line with GDPR, we ask that you do NOT send us any information that can identify children or any of your Sensitive Personal Data (racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, data concerning health or sex life and sexual orientation, genetic and / or biometric data) in your CV and application documentation. Following this notice, any inclusion of your Sensitive Personal Data in your CV/application documentation will be understood by us as your express consent to process this information going forward. Please also remember to not mention anyone's information or details (e.g. referees) who have not previously agreed to their inclusion.





# HUDDERSFIELD TOWN FOUNDATION

The Club's Official Charity

