

**Chief Executive**

**Candidate Information Pack**

Letter from Anne Robinson, Chair of CNP

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To discuss this role further please contact Allyson Davies at

[CNP@allysondavies-consultant.com](mailto:CNP@allysondavies-consultant.com)

Or call 020 7828 3855, 0796 855 6164

For background information on CNP please go to

[www.CNP.org.uk](http://www.CNP.org.uk)

The Campaign for National Parks is registered charity number 295336 and company limited by guarantee number 2045556 registered in England and Wales at 5-11 Lavington Street London SE1 0NZ

December 2014

Dear Potential Candidate,

Thank you for your interest in the Chief Executive role with CNP.

These are exciting times for us. The charity is embarking on a strategy to secure the best protection for national parks both now and for many generations to come. This will involve CNP meeting some key challenges over the coming years and we need a Chief Executive who will be able to lead and manage the organisation to secure our ambitious but achievable vision and aims. These challenges include:-

* Enabling a forward-thinking approach about the future of National Parks
* Delivering our core purpose of campaigning to influence policy and decision makers and the public, with the aim of protecting landscapes and ensuring that national parks are appreciated and understood;
* Continuously building a thriving and energetic organisation that is sustainable and efficiently resourced to achieve its mission;
* Safeguarding and increasing our reputation as an authoritative source of information and advice on all matters relating to national parks.

To achieve this, the Chief Executive will need to lead and manage a small, talented team of professionals in London and the National Parks of England and Wales, some of which are remote. They will also need to communicate effectively and inspirationally with a wide range of individuals and organisations. You will need to be able to convince policy and decision makers - nationally and locally - and all with an interest in our work of the benefits of protecting landscapes.

So, if you share our passion for the cause; if you are a successful leader and manager, with a track record of successful campaigning and generating resources; if you are able to motivate staff and increase our profile you will find that this post offers you a really rewarding opportunity.

The potential is exciting - so are the challenges. If you believe you can do all of this, please apply for this post.

Yours sincerely,

Anne Robinson

Chair of CNP



**Wanted: An outstanding, passionate individual**

**with foresight and energy.**

The Campaign for National Parks (CNP), the only national, independent voice of the National Parks of England and Wales is seeking a new Chief Executive. We are a small environmental charity facing some big challenges but with even bigger ideas and aspirations.

We have, over the last two years gone through significant restructuring, and while there remains some further work to do, our priorities lie externally – forging and shaping the national debate on the future of our national parks at a time when they face pressures like never before. We need an inspiring individual who can orchestrate that debate and engage across all sectors and all political parties to place national parks firmly back on the national agenda.

The work of CNP is guided by a Council (a partnership that brought about National Parks, with around 30 national environmental charities and amenity members) and a small Board of trustees who are responsible for the operation of the charity itself. The new Chief Executive will work closely with the Board to shape the future development of CNP with two priorities. Firstly, to ensure that the National Parks special landscapes are protected from threats and their value and importance to the nation are realised and acted upon by all decision makers. Secondly, to secure the success of our ground breaking Mosaic projects, Mosaic Wales in the three National Parks in Wales and Mosaic Youth in five National Parks in England. The projects aim to build sustainable links between black and minority ethnic communities and/or young disadvantaged people and the National Parks and Youth Hostels Association. Mosaic works by training influential leaders from ethnic minority and/or youth communities to become “Community Champions” promoting the National Parks and the YHA in their communities. All CNP’s work requires high-impact, cost-effective campaigning, and lobbying and partnership work.

CNP is a small national charity with a team of five staff in London and 8 Mosaic Project Officer all located remotely. The team is talented, energetic and passionate. So, our track record and presence far outweighs our size and we are proud of that. The new Chief Executive will have a real team approach and will lead the team forward into further successes and development, growing the talent and potential. We need someone with passion, enthusiasm, foresight, vision and above all, lots of energy to inspire, move and motivate others.

# CAMPAIGN FOR NATIONAL PARKS

# JOB DESCRIPTION

**Title:** Chief Executive, based in London, Southwark/London Bridge, SE1

**Salary:** £44,700 - £50,100[[1]](#footnote--1)

**Reports to:** The Board of Trustees

**Manages:** Mosaic Project Manager

Fundraising and Administrative Assistant

Financial Manager

Policy Research Manager

Fundraising Manager

Communications and Stakeholder Engagement[[2]](#footnote-0)

**The Organisation**

CNP is the independent campaigning voice for National Parks in England and Wales. It is a small and dynamic national charity in a crowded sector and must focus on its core campaigning work. As an umbrella organisation for national, regional and local organisations and individuals with an interest in National Parks, its membership represents more than four million people. It has a Council of members, a Friends’ supporter base and a Corporate Forum of business interests. CNP manages the successful Mosaic engagement projects - in Wales for black and ethnic minority groups, and in England for disadvantaged young people, to access National Parks.

**Purpose of Role**

The Chief Executive is responsible to CNP’s Board, who are the trustees and directors of CNP, for the effective performance of all CNP’s work. The key roles of the Chief Executive are to campaign for National Parks and lead on developing the fundraising potential of CNP.

**Strategy, Leadership and Management**

1. Provide a visionary approach in order to identify and lead necessary change to ensure CNP stays ahead of developments in protected landscapes;
2. Motivate and manage CNP’s staff with dedication and care maximising their talent and potential and ensuring regional team members are included and feel part of the wider team;
3. Lead on development and delivery of CNP’s strategic direction in collaboration with trustees and staff to deliver our campaign, policy and project objectives
4. Lead on CNP’s fundraising strategy and develop its fundraising potential;
5. Lead the formulation of annual business plans and budgets and monitor their implementation;
6. Advise, support and enable the Board to fulfil its functions;
7. Ensure that CNP subscribes to voluntary and charity sector best practice in all areas;
8. Work with the trustees and team to ensure a sustainable future for CNP.

**Campaigning**

CNP requires a campaigner of outstanding ability to lead the organisation and to:

1. Advocate and champion CNP’s interests at the national level in a wide variety of circumstances including to governments, civil service and the media; donors and grant makers; partners and stakeholders; business leaders and the public;
2. Establish rigorous priorities and a strong sense of strategic direction for CNP’s campaigns; and inspire and develop CNP’s campaigning agenda and promote its strategic policy work;
3. Foster a culture of partnership working and engagement that supports its campaigns.

**Communications**

1. Develop and implement a communications and marketing strategy for the organisation which will strengthen CNP’s profile and reputation in the media, among policy and decision makers and with the public;
2. Inspire the confidence, enthusiasm and empowerment of CNP’s members, supporters, volunteers, collaborators and interlocutors in public life.
3. Work with team members to develop a strategy for maintaining and developing relationships with CNP’s stakeholders and supporters.

**Other**

1. Undertaking such other duties as may be reasonably required of the post holder.

**PERSON SPECIFICATION**

CNP is looking for a candidate of outstanding ability and commitment, to lead on campaigning for National Parks and on developing the fundraising potential of CNP.

The successful candidate will be a successful campaigner and have a demonstrable understanding of and passion for protected landscapes and the environment and will require the following:-

**Knowledge, Skills and Experience**

A strong track record in developing high-impact, cost-effective campaigns, and in lobbying and partnership work;

Excellent skills, both written and oral, in communicating, negotiating and persuading;

Excellent interpersonal skills, including the ability to represent CNP at the highest level in a wide range of circumstances;

Financial acumen and awareness, including an understanding of the importance of sound financial and budget management;

Experience of generating an income and resources for an organisation and of developing and managing relationships with donors, or similar;

Convincing and relevant senior management experience with the sensitivity to lead and manage a small, close-knit team;

A thorough understanding of what is required in order for CNP to be an effective influence over national policy making for National Parks;

Experience within the voluntary sector (desirable).

**Abilities and Personal Qualities**

Strong analytical ability and strategic sense, with demonstrable experience of leading and managing teams and projects;

Demonstrable vision, passion and determination to protect landscapes;

Demonstrable leadership qualities and an understanding of their application both internally and externally;

The ability and gravitas to be seen by external stakeholders as the spokesperson for National Parks;

Able to adapt messages and be at ease with a vast range of audiences:- young people; minority groups; policy and decision makers and many more;

A strong commitment to CNP’s development as an effective campaigning organisation;

Consistent good judgement, applicable in a wide range of circumstances, including managing internal and external debate and especially in developing political relationships;

Loyalty and personal integrity including a demonstrable commitment to CNP’s cause;

Able to travel frequently in order to maintain relationships with remote teams and the national park network.

**Campaign for National Parks**

**Chief Executive**

**Confidential Application Form**

**Please complete this brief application form and attach a CV outlining your career and any voluntary work to date, plus any academic and professional qualifications. Please send your application, by 10.00 on 12 January to CNP@allysondavies-consultant.com**

Full Name:

Address:

Mobile Phone:

Home Phone:

Email:

How did you hear of this post:

Are you eligible to work in the UK:

# REFERENCES

Please give details of two professional referees: your current or most recent, and a previous employer:-

1 - Name and professional relationship to you:

Tel:

Email:

OK to approach Yes / No

2 - Name and professional relationship to you:

Tel:

Email:

OK to approach Yes / No

**Current Income/Benefits Details**

Basic Annual Salary: Annual Leave:

Pension: Employer contribution: Employee contribution:

Any other benefits:

Notice required:

##### Please state – on no more than 2 pages:

##### 1) Why you would like to be the Chief Executive at CNP?

##### 2) What three key areas of your experience and skills you can bring to this role?

**DECLARATION**

I declare that the information that I have provided on this form is true and accurate, and in particular that I have not omitted any fact which may have a bearing on my application. I understand that any subsequent contract of employment with CNP will be made on the basis of the information I have provided. I understand that a false declaration, which results in my appointment to CNP, will render me liable to dismissal without notice. I also understand that submitting this form electronically is equivalent to a signed declaration.

**Signature:**

**Date**:

**The Recruitment Process**

## Timetable

|  |  |
| --- | --- |
| Deadline for applications | 10.00 on 12 January |
| Screening Interviews – Please reserve some times on these dates | 15, 16, 19 January |
| Panel interviews | 26 January |
| Final Interview[[3]](#footnote-1) | 30 January |
| Decision made & successful candidate notified | End of January |

## To Apply

If you would like to apply for the role then please send your CV and a completed Application Form to [CNP@allysondavies-consultant.com](mailto:CNP@allysondavies-consultant.com)

**Information**

If you require any further information or you would like to discuss anything in more detail, please contact Allyson at the above contact details, or call 020 7828 3855 or 0796 855 6164.

1. The Charity has no occupational pension scheme, but makes monthly contributions of 5% of gross salary to the pension schemes of those employees who make at least 2.5% of gross salary contributions to their schemes. Travel expenses, and overnight accommodation if necessary, for all meetings outside the London office are remunerated [↑](#footnote-ref--1)
2. All posts are currently part-time with the exception of the Chief Executive and Fundraising Manager [↑](#footnote-ref-0)
3. This final interview will only take place if required. [↑](#footnote-ref-1)