

[www.onekind.org](http://www.onekind.org)



# Appointment of CEO



**AWS**

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# Welcome from the Chair



“We have a great team of staff and trustees who are committed to OneKind’s mission”

Dear Candidate,

Thank you for taking the time to consider our vacant CEO role. The Board of OneKind is delighted to consider applications from suitably qualified candidates who are keen on this exceptional opportunity to lead an important animal welfare charity.

OneKind is a dynamic and successful charity, and this is a great opportunity for a highly driven, and innovative individual, ideally with a successful background in the charity sector, to put their own mark on shaping our future.

We have a great team of staff and trustees who are committed to OneKind’s mission and we want to meet candidates who are similarly passionate about animal welfare and can demonstrate significant experience of leading and developing a strong and effective team.

You will be defined by your work ethic, resilience, initiative and flexibility. We are committed to building a diverse organisation, so we welcome applications from all sectors of society, regardless of ethnicity, age, gender, disability and/or religious persuasion. In return, we offer you an employee friendly organisation with flexible policies and benefits that will help you deal with the complexities of everyday life. If you have an ambition to work in a thriving sector and steer OneKind in meeting its animal welfare goals, we want to hear from you.

Kind regards,

*Sara Bannerman*

Sara Bannerman



# Background

**OneKind is Scotland's voice for animals. OneKind was founded in 1911 to advance animal welfare, the protection of animals from cruelty and the prevention of animal suffering.**

Our vision is for people to live in harmony with animals, ending cruelty in Scotland and working with others to deliver better animal welfare across the UK and globally. We achieve this by giving animals a voice through campaigning and lobbying for laws that will protect animals forever, and by inspiring people to make changes in their lives to reduce their negative impact on animals.

OneKind works in the mainstream of the animal protection movement to deliver positive change for animals in Scotland, and, through working with others, across the UK, Europe and beyond. We have decades of experience in helping to shape the legislative and

cultural landscapes through high-profile campaigns, political lobbying, investigations and public education. We take a practical, evidence-based approach to understanding and developing solutions to animal welfare problems.

We're a small charity with a very big impact. Our successes have included a ban on the mass killing of mountain hares, the ban on the use of snares and glue traps, greater regulation of the killing of wild animals on grouse moors. We carry-out pioneering work on the ethical principles of the killing of wild animals and award-winning campaigning on greyhound racing. OneKind is also at the forefront in the high-level conversations regarding farmed animal welfare and is campaigning specifically on the ending of farrowing crates for pigs.



# Our vision and values

## **Animals who live in the wild:**

Animals who live in the wild do not necessarily need our active involvement in making sure that they can flourish, unlike other animals. In the cases where animals can live unimpeded by humans, we should let that happen. Unfortunately, there aren't many of those animals in Scotland. Most animals living in the wild are either hunted for sport, hampered by human structures or activities, or persecuted due to inconvenience or perceived threat.

Some of the treatment of animals who are persecuted is extremely cruel and would be illegal if applied to companion animals. An example is trapping. We are working hard to put an end to these methods. The regulation of how wild animals are treated is inconsistent and fails to protect animals. Too often it is based on tradition and sport rather than ethics and evidence. We are working to change that.

## **Animals used in research:**

OneKind wants to see an end to the use of animals in research as it is unethical and unnecessary.

In addition to the physical or mental pain or distress that can be caused by the experiments themselves, transportation, handling, confinement, environmental deprivation, isolation, and over-crowding can also cause suffering. Testing on animals is also unnecessary. There are now alternatives that are better and more applicable to humans. The reasons

they are not used more widely are often not scientific but based on conservatism within scientific establishments, and bureaucracy.

## **Animals who are companions to humans:**

OneKind supports human-animal relationships that are beneficial to both. Animal companions bring us joy and mental health support – this is wonderful, as long as the animals feel the same way. Keeping animals in our homes brings a responsibility to make sure that their physical and psychological needs are fully met.

Unfortunately, this is not always the case. There are examples of animals suffering from poor mental health due to their needs not being met, such as rabbits confined in small hutches, horses kept alone or constantly stabled, or dogs left alone all day. Likewise, physical health problems such as obesity are prevalent.

Animals being sold for profit has created the low welfare puppy farming and exotic species trades. Our desire for animals that look a certain way has led to breeding for harmful extreme conformation, and mutilations such as tail docking and ear cropping.

You can find out more about our research, investigations and campaigns at [www.onekind.org](http://www.onekind.org)

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Our vision is for people to live in harmony with animals, ending cruelty in Scotland and working with others to deliver better animal welfare across the UK and globally.

# Job Specification

As CEO you will lead the OneKind team, developing and delivering high-profile and impactful campaigns and research, and continuing to grow support and fundraising income for OneKind.

Reporting to and working with the Board of Trustees, you will ensure OneKind meets the highest standards of governance and provide the staff team and volunteers with an inspiring and supportive working environment.

## Key Objectives of the job:

- Provide strategic vision and leadership for OneKind, within the direction agreed with the Board of Trustees.
- Ensure that the charitable purposes of OneKind are followed.
- Take overall responsibility for OneKind's management and administration within the governance and accountability frameworks agreed with the Board of Trustees.
- Ensure that the Board receives advice, recommendations and information in an effective, thorough and timely manner.

## Staff Management and Leadership:

- Manage the OneKind team and Empower employees to achieve their full potential.
- Develop depth, capability and ownership, to enable everyone to contribute to the organisation's success and feel supported and fulfilled in their roles.
- Uphold organisational values, lead by example and commit to the principles of equity, diversity and inclusion.
- Liaise with volunteers, inspiring them to grow their engagement with OneKind.

**Closing date for applications:**  
Wednesday 19th March - 9am

**Interviews:** (1st Stage) Monday 31st March, Edinburgh – Central Location TBC.

**Hours of work:** Full-time with occasional weekend and evening events.

**Salary:** £57,750

**Location:** Hybrid Scotland/Edinburgh with travel

**Reports to:** The Chair of the Trustees

**Supervises:** The OneKind team

**Application information:** To discuss please contact Alan Surgeon at AWS Executive – [alan@awsexecutive.com](mailto:alan@awsexecutive.com) / 07795954029.





**Fundraising:**

- Support the Fundraising and Communications Manager in developing and delivering the fundraising strategy.
- Ensure annual fundraising targets are met and regularly report progress to the Trustees.
- Contribute to the execution of fundraising projects, initiatives, and communications.
- Lead the team in collaborative fundraising and digital campaigns to sustain and grow membership and engagement.
- Support the promotion of legacy giving programs to both existing and new supporters, ensuring long-term financial stability.

**Campaigns, research and investigations:**

- Identify campaign priorities and work to develop and deliver impactful campaign strategies
- Contribute to the delivery of campaign communications, including social media content blogs, briefing notes, reports, etc.
- Oversee and ensure the media profile of OneKind continues to grow through producing press releases and, for example, building relationships with journalists.
- Commission and oversee the delivery of research and investigative projects.

**Communication and representation:**

- Represent OneKind to external stakeholders, Scottish Government, politicians, etc., including at the highest level, e.g. meetings with Ministers.
- Represent OneKind in interviews with the media
- Develop an extensive network and leverage this in support of OneKind's fundraising and campaign objectives.

**Governance and Board relations:**

- Work closely with the Board of Trustees to develop organisational strategy and ensure good governance practices.
- Prepare and present reports to Board covering all aspects of the charity's corporate operations.
- Be legislatively literate particularly in relation to Data Protection, Health & Safety, Disclosure, Employment Law, Company Law, Charity Law, Human Resources and Finance and Procurement.
- Be fully conversant with the needs of Non-Executive Directors/charity trustees, in relation to their governance responsibilities, as well as the role they undertake on behalf of wider stakeholders.

**Risk management:**

- Identify and mitigate internal and external risks that may impact the organisation's reputation, financial stability and/or operations.
- Implement robust management procedures and practices that meet with best practice ensuring that the charity is always professionally and legally compliant.



# Person Specification

This is challenging and high-profile role that would suit an energetic, passionate leader who is comfortable under pressure and in the spotlight. OneKind is people-powered; everything we do is made possible by volunteers and donations, so you'll be a people-person, supporting the team and our volunteers, and comfortable talking with and inspiring our supporters. Importantly, you'll have a proven track record in campaigning and/or policy advocacy, with a good knowledge of animal and/or conservation issues.

## Essential:

- Commitment to the aims and ethos of OneKind.
- Good leadership skills and the ability to enthuse, motivate and develop a small team to deliver results.
- A proven track record in developing and delivering campaigns.
- An understanding of key animal welfare and/or conservation issues, policy and legislation.
- Experience in financial management and budget development skills.
- Ability to think strategically and to communicate a strategic vision.
- Excellent all-round communication skills and relationship management abilities.
- Personal drive, energy, integrity, adaptability and responsibility.
- Experience in fundraising, ideally individual giving.

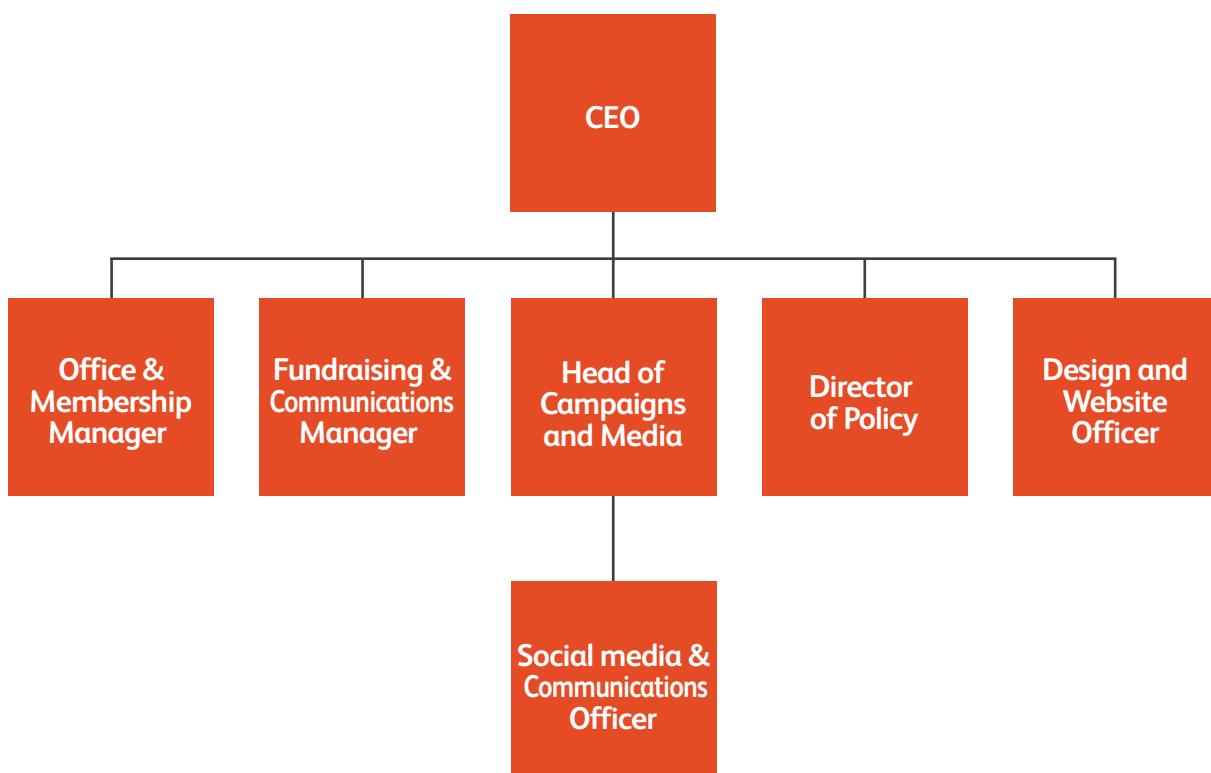
## Desirable:

- Experience in dealing with and influencing the Scottish Parliament and decision-making processes in Scotland.



# The OneKind team

The core team is shown below. In addition to the core team OneKind works also works with freelancers and agencies.



# How to apply

To apply, please send a CV and a cover letter via the microsite <https://awsexecutive.com/ceo-for-one-kind/>, which clearly sets out how you meet the person specification, to Alan Surgeon: 07795954029 / [alan@awsexecutive.com](mailto:alan@awsexecutive.com)

For more information about OneKind please visit [www.onekind.org](http://www.onekind.org) and make sure you read through our latest Annual Report.

## **Edinburgh Office**

21 Young Street  
Edinburgh  
EH2 4HU

T: 0131 341 5533

## **London Office**

3rd Floor, 45 Albemarle Street  
Mayfair  
W1S 4JL

T: 0207 206 2696

[hello@awsexecutive.com](mailto:hello@awsexecutive.com)  
[www.awsexecutive.com](http://www.awsexecutive.com)

