The Poppy Factory Chief Executive

Candidate Pack

**About the Organisation**

The Poppy Factory was founded in 1922 to support veterans with health conditions into meaningful and sustainable employment, and to this day our veteran workforce continues to produce remembrance products for the Royal British Legion’s poppy appeal.

For over 100 years we have successfully delivered the founding vision. Our modern employment services today enables hundreds of veterans across England and Wales each year to secure jobs and thrive in the workplace.

We continue to review our data and use evidence to underpin our objectives. As a result, our support has continued to grow, offering a wider choice to suit individual circumstances. Our Navigator service supports veterans into training and volunteering as a precursor to traditional employment support and we recently launched a new service aimed at family members of veterans, to offer help in a more inclusive and holistic way.

We continue to push boundaries based on what we know to be veteran need. We lead the London Veterans Partnership programme, funded by Armed Forces Covenant Fund Trust in support of Op Courage. We are working alongside King Edward VII’s Hospital to support veterans with hearing impairment. Finally, we are working alongside the NHS, embedding Employment Consultants within health settings to offer ex-Forces patients immediate and easy to access support.

Four out of five of the veterans we work with report a mental health condition. Our service is person-centred and helps job seekers of all ages. Whatever their situation, and whatever they are going through, our employment team offer an exemplar service to help them overcome any barriers to employment. The people we support move into a diverse range of jobs across many different sectors, from logistics and construction to the charity sector and health care.

Our Richmond estate provides valuable funding for our activities, through a combination of commercial and residential lets. Following a recent renovation and modernisation of the 1930s factory building, we are now looking at different ways to maximise this asset as a source of income.

This is an excellent opportunity to join The Poppy Factory at an exciting period of growth in its activities supporting veterans. We hope you are inspired to join us in our important work supporting the military community.

**Role Profile**

The Chief Executive reports to the Chair of the Board and is responsible for executing the overall strategy as agreed with the Board. The role leads the Executive Team, ensuring that The Poppy Factory delivers the maximum possible impact in line with its purpose, agreed strategy and within budget.

The CEO leads the Executive’s outward facing activity, carrying responsibility for managing and maintaining productive links with the military charity sector, the wider charity sector, as well as public sector partners including NHS and DWP.

The role ensures the effective management of all employees and is responsible for setting an inclusive and psychologically safe culture within The Poppy Factory.

**Responsibilities**

* Develop and implement the charity's strategic plan, including long-term goals, annual plans and budgets.
* Promote The Poppy Factory's mission and vision to the wider community, raising awareness of the charity's work and impact.
* Be a leader in the military charity sector, helping to develop new working relationships with other charities to ensure that veterans get the very best help at the time they need it most.
* Maintain strong links with key stakeholders by engaging externally at all levels, and across all sectors, to ensure The Poppy Factory’s influence, credibility, and reputation enables it to fulfil its aspirations.
* Effectively manage company performance against clear accountabilities and measures so that performance standards are met, and resources utilised effectively.
* Oversee The Poppy Factory’s communication strategy and activity, including web and social media presence.
* Oversee the production of management information to enable the Board to provide oversight and assurance of all organisational activity. Contribute to Board debates as required, ensuring that operational matters are fully understood.
* Lead and manage the Executive Team to drive effective leadership of the Charity’s activities.
* Contribute to the continued development of the Poppy Factory’s fundraising activities, building relationships with key donors and potential donors.
* Oversee the effective management, maintenance and marketing of The Poppy Factory’s property assets to maximise income generation.
* Maintain an organisational culture where all people are valued and respected, and ensure that the Poppy Factory is exemplar of employment best practice.
* Set and execute the organisational strategy to deliver on the overall Board purpose and wider strategy for The Poppy Factory.
* Provide support to The Poppy Factory’s Board sub-committees, working groups and individual Directors as required. Work closely with the Chair and trustees to ensure the skills of trustees are fully utilised.
* Manage the Charity in accordance with all relevant regulations and statutory reporting requirements, including annual audit.

**Person Specification**

Previous charity and/or military experience or knowledge would be advantageous, but is not essential. What is key are your leadership skills, both in managing and leading teams and the proven ability in building and developing productive relationships with internal and external stakeholders to deliver results. Alongside excellent interpersonal skills and a pragmatic approach, you will also be able to demonstrate financial literacy and strategic thinking.

**Knowledge and Experience**

* Successful track record at senior management level, ideally as CEO or Executive Director in a comparable organisation.
* Track record of effective engagement with partner organisations and stakeholders.
* Demonstrable experience of leading and developing senior management teams
* Strong understanding of governance relevant to Charities.
* Understands the role of research in identifying trends and has experience of using data and insight to build support and drive change.
* Strong experience of leading through change.
* Strong financial acumen, with experience of managing budgets and ensuring financial stability.

**Skills and Abilities**

* Demonstrable commercial acumen, able to set the agenda, monitor and report on deliverables.
* A confident communicator, able to act as an effective ambassador for The Poppy Factory.
* Ability to lead by example, inspiring and maintaining a positive, values led working culture that delivers high performance.
* Ability to turn visionary thinking into actionable plans with measurable outcomes.
* Highly effective interpersonal skills, with the ability to inspire, engage, and influence the wider sector.
* Proven ability to build, manage and develop key stakeholder, partner and donor relationships.

**Personal Style and Attributes**

* Experience of, or empathy with and a desire to learn about, the issues that are important to veterans with health conditions, with respect to employment.
* Creative and innovative thinker, with strong analytical skills.
* Inclusive and empowering management style, creating a safe and inclusive working environment.
* Comfortable managing risk at different levels.
* A self-starter, proactive and flexible in an ever-evolving external context.
* Positive outlook, resilient and tenacious in approach to challenges.
* Comfortable working in a diverse environment.
* Passionate about the mission of The Poppy Factory.

**Benefits, Terms and Conditions**

The Poppy Factory aims to be a model employer and offers competitive terms & conditions of employment and a range of enhanced benefits, as outlined below:

**Salary:** The salary for the role is circa £90,000 per annum. All our salaries are benchmarked based on the requirements of the job description and comparable roles in the charity sector. Salaries are subject to annual review.

**Hours of Work:** Full time, 37.5 hours each week. Due to the nature of this role, weekend or evening work may be required.

**Location:** The Poppy Factory, 20 Petersham Road, Richmond, Surrey TW10 6UR. Hybrid working arrangements are in place.

**Contract:** Permanent

**Pension:** on completion of three months service staff will be auto enrolled into the Poppy Factory occupational pension scheme offered by Standard Life. Contribution rates on auto-enrolment are 2.67% employee and 5.33% employer (via salary sacrifice). Staff may choose to increase their contribution rate. The Poppy Factory will contribute double the rate, up to a maximum of 10% employer contribution (increasing to 14% after completion of 5 years’ service).

**Annual Leave:** Full time staff entitlement is 27 days per year (including 3 days’ Christmas closure) with 1 day’s additional leave on completion of 3, 4, 5 and 9 years’ service (i.e. to a maximum of 31 days) plus 1 day in lieu of Armistice Day, plus public holidays.

**Reservists Leave:** Staff who are members of the Reserve services are entitled to two weeks’ paid leave to support their reservist activities.

**Life Cover:** Life insurance cover of 3x annual salary.

**Employee Assistance Programme**: 24 hour/365 days confidential service offering a wide range of advice and support.

**Family Friendly:** Enhanced parental benefits (subject to meeting statutory requirements).

**How to Apply**

To apply for this position please prepare your CV and a covering letter clearly outlining how you meet the essential criteria in the person specification as set out above and submit via the online application process. You may address your covering letter to Al Kett, Chair.

If you have any questions about the role, please contact the HR team on 020 8439 2841

[Click here to apply for the role of Chief Executive](https://poppyfactory.peoplehr.net/Pages/JobBoard/Opening.aspx?v=b1ad1f7d-7a56-4b35-9797-04e1f56fdefd)