



Director Resource Pack

Welcome to ecobirmingham. Below you will find everything you will need to apply for the role of Director. If we've forgotten something please get in touch so we can assist you. You will find **Key Information** about the role, something **About You** and **About Us**, the **Job Description** and information on **How to Apply**.

1. Key information

Job Description: Director

Salary Scale: £33,000 – 38,000 pro-rata, depending on experience

Hours of Work: up to 0.6 fte (up to 22.5 hours per week - flexible hours to include Wednesday and Thursday).

Reports to: Board of trustees. **Supervises:** 3 Project Coordinators and Head of Operations.

Location of work: ecobirmingham offices with some homeworking optional

This is an exciting opportunity to lead the ecobirmingham team into its next phase of development. We are at the forefront of helping communities and Birmingham become an environmentally sustainable city. The organisation is in good health, with an excellent track-record. As part of our staff re-structure, we are looking for a new Director to shape the next strategic plan, diversify our income and to help tackle the biggest issue of our time.

ecobirmingham actively works in partnership with other organisations for the greater good and currently chairs the Greener Birmingham Coalition. This has provided us with a role on Birmingham City Council's R20 Climate Emergency Taskforce. We have a skilled and passionate team who look forward to your application and ideas for the future.

www.ecobirmingham.com

www.greenerbirmingham.com

2. About you

You will already be or have the potential to be an inspirational leader, who can think creatively, spot opportunities, adapt quickly and listen compassionately. You will be passionate about helping the communities of Birmingham become sustainable and will aspire to our values of *sustainability, positivity, transparency, empowerment* and *collaboration*.

You will have a good understanding of sustainability alongside the ways in which communities can be supported to reduce their carbon footprint. You will have a good track record of an entrepreneurial approach to generating income.

We are open to applicants from all backgrounds and experiences. We invite you to get in touch if you have any questions or wish to discuss the role further prior to application.



Refill Birmingham - The team working in partnership with the Refill national team to reduce single-use plastic in the city.

3. About us

Thank you for your interest in this exciting new post. It's a wonderful time to be joining the organisation to help us achieve our vision:

We envision a city where air pollution is a thing of the past, not a current problem. A city that is powered by renewable energy and where homes are energy efficient. A city that always reduces, then re-uses, then recycles what it consumes. A city where we have access to nature and can learn about our place in the world. A city whose citizens demand a better approach from businesses such as tackling unnecessary plastic waste. A city we can all be proud of and which leads the way in how to live a simpler life with limited impact and with respect for the planet.

ecobirmingham was established as an independent charity in 2018 but has a much longer history. It was set up as Northfield Ecocentre in 2009 as a project of Central England Quakers. We changed our legal status and name in order to grow our impact and influence across the city. We proudly retain our Quaker heritage, links and values.

www.ecobirmingham.com

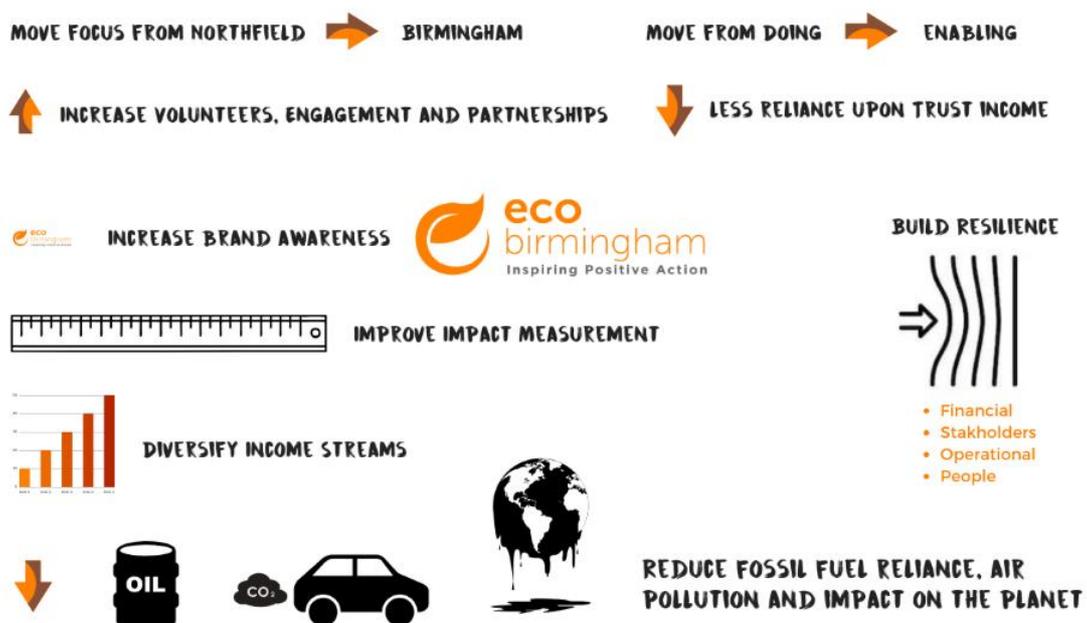
Our Mission

We exist to affect social change and the transition towards low-carbon and sustainable lifestyles. By inspiring and supporting communities and organisations across Birmingham to take positive action, we will demonstrate that building low carbon communities brings benefits, opportunities and well-being to everyone, whilst protecting our environment.

Our current strategic plan (2019-22) has the following strategic priority areas:

- help disadvantaged communities come back stronger post-pandemic
- tackling **air pollution**
- reducing reliance upon **fossil fuels**
- minimising the city's **impact on the planet**

This graphic below illustrates the essence of the current plan.



Impact

Our 2018/19 Impact Report can be found [here](#). Our 2019/20 Impact Report will be available from mid-August. The headlines:

- For every £1 of income we deliver £6.53 of social value
- 3200 attended our events and courses to improve their knowledge of how to live more sustainably
- 1305 children involved in outdoor learning to increase their knowledge, understanding and connection to the natural world
- 1565 attendances at our two community gardens where people developed food skills

- 160 adults and children taught to cycle, starting their sustainable cycling journey
- 274 Refill Stations in the city by end of March 2020 (up from 59 in March 2019)
- 2344 donated hours of volunteer time
- Hosted 5 interns from Germany, Denmark, UAE and the UK, equivalent to 37 full-time weeks, supporting routes into the environment sector
- Digital footprint increased by 60%
- Website visits up by 15%
- Social media reach and impressions increased by 16%



Feedback from the Bee Mindful project, teaching the next generation about the importance of habitats and pollinators.

Meet the team

The structure of the organisation can be seen in the organogram below with their full-time equivalent (fte) next to each post. We have taken the decision to split the role of Director into two part-time roles. The current Director will become the Head of Operations which will sit alongside the role of Director which we are recruiting for. We have an experienced, committed and passionate staff team as well as a group of volunteers, trustees and freelancers who support the work of the organisation. Our staff team are:

- Michael Addison – Head of Operations from October onwards
- Anne Dasgupta – Project Coordinator (Education, Finance and Fundraising)
- Annabel Clarke – Marketing and Communications Coordinator
- Jackie Careless – Project Coordinator (Food and Monitoring)
- Esther Barnes – Project Coordinator (Transport) - Maternity leave until May 2021
- Charlotte Allen – Projects Assistant (Sustainability and Fundraising)
- Lisa Jones – Projects Assistant (Transport)



Some of the team travelling to Ecofest by bike.

We are an inclusive and listening organisation so we asked the staff team the sort of candidate they were looking for and they said:

'Someone that has a passion and background in the work we do. They should nurture staff and be community-minded with good business sense to drive us forward.'

'Listening and nurturing skills.'

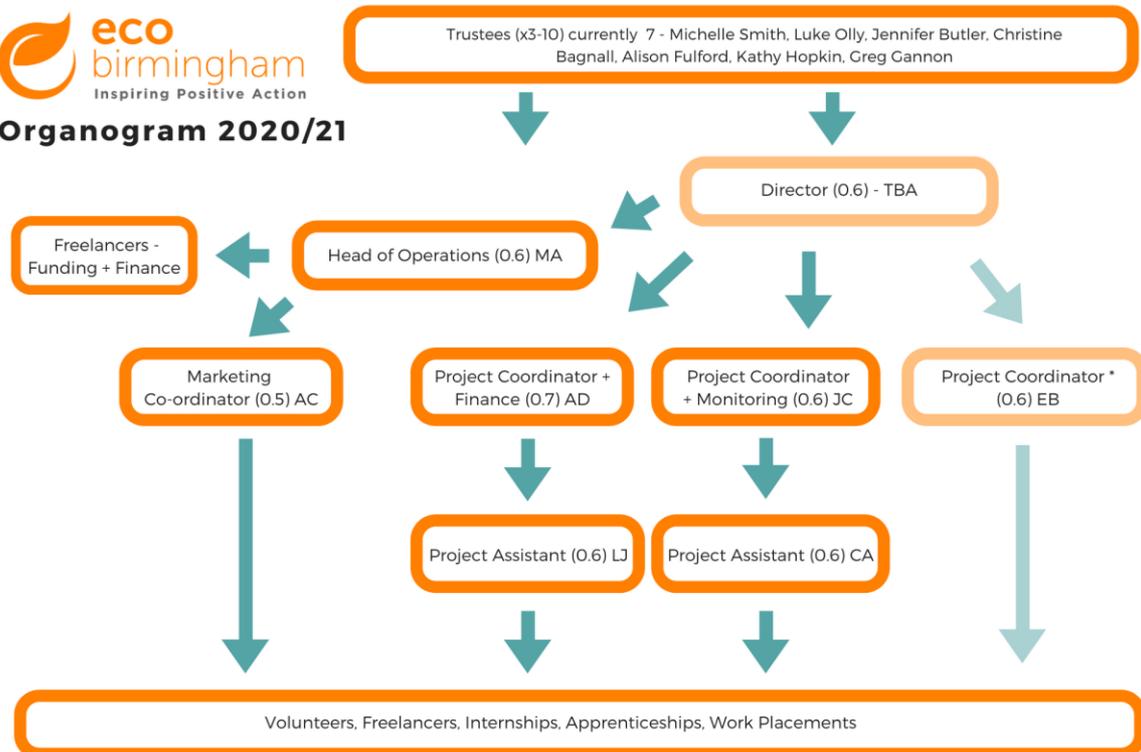
'Approachable and easy to talk to.'

'Good knowledge of sustainability.'

'Good knowledge of the different areas/communities of Birmingham.'

Our trustees

- Luke Olly - Interim Chair (Sustainability Manager, Co-Op West Midlands)
- Michelle Smith (Strategic Operations Director MAC, Birmingham)
- Greg Gannon (Academic Director MBA Programmes - Richmond the American International University London)
- Christine Bagnall (Student Support Officer – Solihull College and University Centre)
- Alison Fulford (Carbon Specialist – National Grid)
- Kathy Hopkin (Social Enterprise Adviser – Co-operative Futures)
- Jennifer Butler (Head of Development Operations, University of London)



All emails are firstname@ecobirmingham.com

*on Maternity leave until May 2021

4. Job Description

Main purpose of the job:

As Director you are accountable for the successful delivery of ecobirmingham's strategic plan. Other key duties include income generation, finance, marketing, partnership and project development and delivery. The position reports directly to the Board of Trustees.

You will be the face of ecobirmingham and strategic lead of the organization. You will be an inspirational leader to the ecobirmingham team, including the staff, freelancers and volunteers, and will continue to develop ecobirmingham's reputation as a trusted and innovative hub that helps people to lead more environmentally sustainable lives. As we grow our presence and influence across the city you will also help us develop new partnerships, diversify our income streams and increase our impact with communities.

Key Responsibilities

- To always advocate for a sustainable, low carbon future for Birmingham
- Timely and accurate reporting to the Board of Trustees
- Development and monitoring, in conjunction with the Board of trustees, of the vision, strategic plan and its Key Performance Indicators
- Leadership of the charity's fundraising and diversification of income strategies
- Management of the budget and quarterly reporting to the Finance Board
- Nurturing and maintaining partnerships and relationships with communities and businesses to deliver carbon-reducing services

- Representing ecobirmingham and communicating to a wide range of audiences across the city and beyond
- Line management of the Head of Operations and Project Coordinators
- Support day to day management of the organisation, including facilities and assets
- The support of day to day practical activities delivered by the staff and volunteers
- The management, development and support of the staff and volunteer team
- Ensuring that the charity remains compliant with all relevant policies and regulations including but not limited to GDPR, Health and Safety, Safeguarding and the Charity Commission
- Ensuring that the vision and values of ecobirmingham permeates all its activities, facilities, literature and communications
- Project impact measurement and monitoring
- Development and implementation of an effective marketing and communications strategy

Any special conditions:

- This post will require a Disclosure and Barring Service (DBS) records check
- This post is office-based in Birmingham with some home-working
- This post may occasionally require flexibility to work unsociable hours (weekends / evenings) and some travel
- Ideal start date from November onwards

Person Specification

Tested by Application/Interview/Task (A/I/T)

Skills and Abilities		
Excellent interpersonal skills and experience of developing, nurturing and negotiating strong working relationships with a wide range of stakeholders	Essential	A/I
A strategic and entrepreneurial approach to generating income, partnerships and projects	Essential	A/I/T
A methodical and detailed approach to developing, monitoring and stewarding projects, people and partnerships	Essential	A/I
An ability to plan strategically, build consensus and successfully implement and monitor objectives and performance	Essential	A/I/T
Excellent Financial management, including setting budgets, monitoring and controlling	Essential	A/I
Understand the value of arts, digital media and education as engagement tools	Essential	A/I
Excellent leadership skills and the ability to enthuse, motivate and develop a team to deliver results	Essential	A/I
The personal drive and adaptability to prioritise workloads, meet deadlines and work independently with attention to detail	Essential	A/I

Developing, managing and monitoring project performance	Essential	A/I
IT literate, including Microsoft Office and social media platforms	Essential	A
Experience and Knowledge		
Environmental issues including climate change and sustainable low-carbon living	Essential	A/I/T
Proven track record of developing successful partnerships and impact	Essential	A/I/T
Proven track record of generating significant income from diverse sources	Essential	A/I
Experience of successfully leading and managing programmes of delivery, translating organisational ambitions into real and measurable achievements	Essential	A/I
Creating monitoring written and verbal reports and evidence based recommendations	Essential	A/I/T
Setting and monitoring marketing and communications strategy	Essential	A/I
Governance and compliance	Essential	A/I
Working in the third sector or community focused organisation in Birmingham or within a city context	Desirable	A/I
Other essential requirements/competencies		
Understanding of and commitment to sustainable living and our other values	Essential	A/I
Understanding of and commitment to equal opportunities and diversity	Essential	A/I
You will be motivated and decisive with the ability to listen deeply, work collaboratively, deal with pressure and think creatively	Essential	A/I
Qualifications		
Extensive relevant experience demonstrating a professional and impactful approach is most important to us but this may also be in the form of a relevant degree or recognised management or leadership qualification	Desirable	A
Membership of relevant professional bodies	Desirable	A

5. How to Apply

Equality, diversity and inclusion are all vital to our success in supporting people and communities. We believe our staff should represent the communities, organisations and individuals we work with. We positively welcome applications from people of all

backgrounds. Once in post, we will ensure that any appropriate adjustment to our workplace are made, in order to support colleagues with any form of disability.

If you would like a conversation about the role prior to applying or if you have any access needs in terms of application, please contact michael@ecobirmingham.com

Please note we do not accept CVs. Please complete the application form, addressing the criteria in the Person Specification, and return to info@ecobirmingham.com

Application deadline: 5pm, Monday 24 August 2020

Interviews: 3rd and 4th September 2020 (Online).

Please note that if second interviews are required, they will take place 10th and 11th September 2020, ideally in Birmingham.

We look forward to receiving your application.

Application Form

Downloadable from the ecobirmingham website [here](#).