

RSA

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RECRUITMENT OF CHIEF EXECUTIVE OFFICER

February 2025

Reference: PBBSVA

A LETTER FROM OUR CHAIR OF TRUSTEES

Thank you for your interest in the role of Chief Executive Officer at the Royal Society for the Encouragement of Arts, Manufactures and Commerce (RSA).

The RSA has an illustrious history. In 1754, at the height of the Enlightenment, its eleven founders first met at a coffee shop in Covent Garden to seek ways of improving society through innovation and collaboration. More than 270 years later, the RSA has a large and lasting legacy of social change for the public good, from the Great Exhibition to standardised school examinations, from blue plaques to mass tree-planting to sharing art on Trafalgar Square' iconic Fourth Plinth. At this time of rapid and often confusing political, economic and social change the role of the RSA is more important than ever.

The RSA is committed to a new Enlightenment. A new Enlightenment which prizes and promotes the value of knowledge widely and freely spread; discussion and debate without fear; toleration; belief in

human goodness; and the feeling that progress can be spiritual, cultural and material.

These values are in the RSA' DNA. It has done tremendous good and can be an even greater force for good in the future, blessed as it is with an incomparable heritage, a large and varied global Fellowship and an international outlook

We are seeking a visionary, dynamic and influential CEO to deliver our impact strategy to tackle economic, social and environmental challenges to improve society. You will lead a talented Executive team and will work with an equally talented Board of Trustees, convening RSA staff, Fellows, and external partners.

I am delighted that you are considering the role of CEO and hope that you are inspired to join us.

We look forward to hearing from you.

Sir Loyd Grossman CBE



We are the RSA – The Royal Society for the Encouragement of Arts, Manufactures and Commerce



Our vision

A world where everyone can fulfil their potential towards resilient, rebalanced and regenerative futures

Our mission

To enable people, places and the planet to flourish in harmony

How we deliver our work

We do this by uniting people and ideas in collective action to unlock opportunities to regenerate our world

ABOUT US

We celebrated 270 years at the forefront of social change last year and our search for a new Chief Executive couldn't come at a more exciting time!

With our recently refreshed 'Design for Life' strategy, this is a pivotal moment for the RSA: the next chapter in our history of innovation and social impact...as we seek to shift mindsets and systems to 'next practice' where regeneration, rather than sustainability, is the watchword and action plan.

Our approach to change involves many different disciplines and perspectives and our strategy focuses on the following areas to effect change:

[Capabilities for Life](#): focussing on supporting people to learn and lead; making a commitment to build the skills, connections and confidence people need to fulfil their potential.

[Prosperous Places](#): we believe every person deserves to live in a vibrant community, with opportunities to thrive in a flourishing natural environment.

[Social Infrastructure](#): we are seeking systemic, long-term change through developing and influencing the conditions needed to enable people, communities and organisations to regenerate our world.

Examples of our focussed change interventions include:

- work to energise the creative industries in regions across the UK;
- leveraging data to better understand the influence of social connections on life opportunities;
- transforming how children can foster a connection to nature and community through creativity;
- examining life-long learning opportunities and proper accreditation of vocational skills and learning;
- and unlocking the potential of cities to develop economic, social and natural prosperity.

OUR COMMUNITY

Central to the delivery of our strategy are our global network of c31,000 Fellows in over 110 countries and our affiliates in the US and Oceania - providing a truly global platform and opportunities to develop partnerships and greater reach for impact.

We are ambitious to deepen engagement with, movement from within, and broaden our Fellowship community of people committed to achieving social impact:

- In 2023 we launched Circle, a digital platform exclusively for RSA Fellows enabling global connection and collaboration.
- Last year, we launched mentoring programme connecting Fellows experience and expertise.
- The annual 'Fellows Festival' features a range of exciting thought leaders and platforms the arts.
- Young Fellows and 'Pay Fellowship Forward' programmes develop our Fellowship diversity.
- The award-winning *Journal* is published quarterly.

Our Grade I listed building, RSA House, provides a unique platform for our current work and that of our collaborators and partners as well as our historical legacy. There is a thriving hospitality and private events business, a large archive, bar, coffee house, workspaces and library. The House is a vibrant hub welcoming over 100,000 Fellows, visitors and guests through its doors each year.

270+

Years of making social change happen

30K+

Global Fellows committed to impact

250

Years of our building of heritage - RSA House

c400

Inclusive events and debates each year

Over 100,000

Visitors to RSA House every year

DESIGN FOR LIFE OUR MISSION



Economic, social, and environmental crises have placed our world in a fragile, unbalanced, and degenerative state.

Our mission is to enable people, places, and the planet to flourish in harmony.

Our vision is for a world where everyone can fulfil their potential and contribute to more resilient, rebalanced, and regenerative futures.

How are we achieving this?

We believe everyone has the potential and creativity to effect change.

We work with people throughout their lives, and across society, to achieve regenerative impact; from children and young people to entrepreneurs, businesses, and communities.

Our approach to change involves many different disciplines and perspectives. Find out more about how we are making change [here](#).

OUR VALUES

We are open, optimistic, courageous, rigorous, and enabling.

We envisage a world that is resilient, rebalanced and regenerative, where everyone can fulfil their potential. To achieve this, we ask everyone – our staff, our Fellowship, our collaborators, our partners, and wider society – to commit to our values and world view and strive to achieve genuine positive impact in our lives.

To achieve our ambitions, we know we must nurture a culture of inclusion in all of our work – within our projects, with our Fellows, partners, and communities and in our building of heritage.

Our five values, alongside our [DE&I commitments](#) underpin everything we say and do, how we work with people, behave towards them and communicate. Here is a brief description of what each value means to us.



Open

Always inclusive, transparent and honest, we welcome new thinking and different perspectives

Optimistic

We are confident that together, we can regenerate our world through collective action

Courageous

We champion curiosity, creativity and bravery to inspire better ways of thinking and doing

Rigorous

Rooted in evidence-led thinking, we act with integrity and purpose

Enabling

Through generosity, respect and collaboration, we help others succeed



OUR GOVERNANCE

The RSA comprises three non-profits in affiliate relationship with each other: the core UK-based global Royal Charter Company and two affiliates RSA US (a non-profit in the US) and RSA Oceania (a non-profit in Australia).

Royal Charter Company

The RSA is governed by a Trustee Board which is responsible under the RSA Royal Charter, byelaws, and charity law for ensuring that the charitable objectives of the society are carried out and legal obligations met.

We are committed to ensuring high standards of rigour and accountability in all our undertakings and reporting. In addition to the RSA Trustee Board, the RSA regularly convenes Trustees and Independent Members through our Audit and Risk Committee, People and Remuneration Committee, and Nominations and Governance Panel.

You can find out more about our governance [here](#).

THE CEO

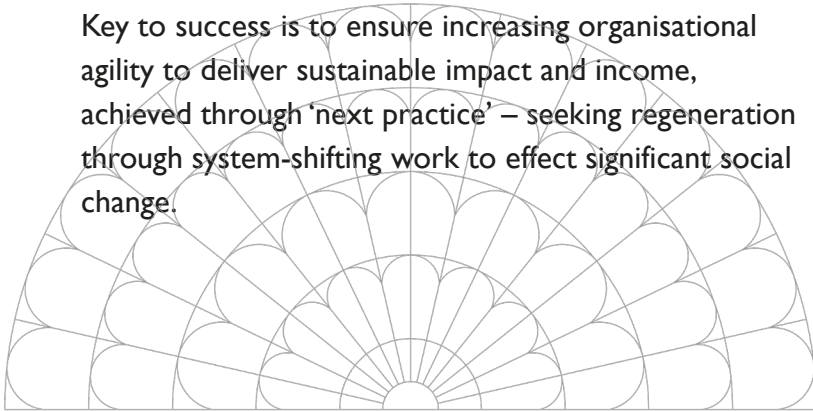
Through inspirational, visionary leadership and ensuring clear priorities and targets are in place, the CEO leads the direction of the RSA; ensuring the effective and sustainable implementation of the strategy agreed with the Board of Trustees, and the efficient management of operations.

The CEO must be an influential leader at the highest level both externally and internally. As an ambassador and spokesperson for all of our work, the CEO empowers and motivates others, including harnessing the collective talent of our fellowship to build a movement around our impact. This means the ability to transform ideas and concepts to action, forging partnerships and networks, and convening for optimal impact with a broad range of actors from our fellowship, civil society, business, philanthropy, the arts and the private and charitable sectors.

Key to success is to ensure increasing organisational agility to deliver sustainable impact and income, achieved through 'next practice' – seeking regeneration through system-shifting work to effect significant social change.

The CEOs responsibilities:

- Agree strategic priorities with the Board and lead a talented Executive team to deliver on these for maximum impact
- Develop and ensure the effective implementation of the RSA's social impact programmes to deliver solutions for lasting change
- Ensure effective engagement with and inclusion of the RSA's diverse global Fellowship community of over 31,000 and leverage their collective power for social good
- Nurture and develop strategic partnerships to deliver maximum impact and secure income
- Implement an effective fundraising strategy
- Figurehead for high level events such as the annual Fellows Festival, CEO Lecture, Patron's Lecture, Angus Millar Lecture held in Scotland
- Deliver an effective communication strategy through RSA owned and earned channels to ensure the RSA's mission and work are clearly articulated for maximum impact
- Ensure good charity and corporate governance, providing assurances to the RSA's Boards (charity, commercial and trading boards) and Sub-Committees that finances are responsibly managed, and risks effectively assessed and mitigated
- Nurture a culture of inclusion across the RSA's work through our impact programmes, within our Fellowship, with our partners and in our building of heritage

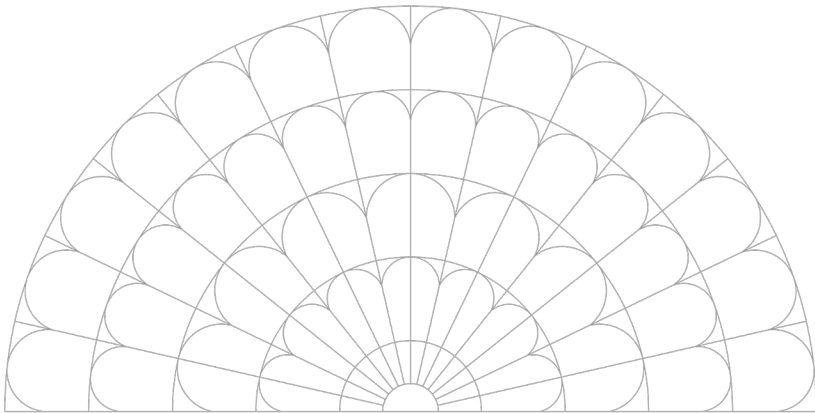




PERSON SPECIFICATION

Successful candidates will be able to demonstrate all or most of the following:

- Passionate about the RSA's potential with the ability to turn ideas about it into action
- Previous experience as an effective CEO
- Outstanding leadership and management skills
- Evidence of being able to set strategic priorities and ensure their implementation
- Track record in partnership development and fundraising
- Compelling and influential public speaking ability
- Ability to act as an ambassador across all of the RSA's work which is varied and broad-ranging
- Knowledge of social change principles, impact measurement and systems thinking
- A working knowledge of charity and corporate governance



HOW TO APPLY

Saxton Bampfylde is acting as an employment agency advisor to the RSA on this appointment. Candidates should apply for this role via www.saxbam.com/appointments using code PBBSVA Click on the 'apply' button and follow the instructions to upload a CV and cover letter and complete the online equal opportunities monitoring* form.

The closing date for applications is midday on **Monday 17th March 2025**.

*The equal opportunities monitoring online form will not be shared with anyone involved in assessing your application. Please complete as part of the application process.

Inclusion Statement

As a social change organisation, the RSA believes everyone, regardless of visible or invisible difference, should be welcomed to participate in creating a better future.

We aspire to maximum inclusion in our work and endeavour to

challenge systemic inequity and all forms of discrimination. We therefore welcome applications from everybody who is committed to our vision and values and can demonstrate the skills, competencies, and experience required for the role applied for.

GDPR personal data notice:

According to GDPR guidelines, Saxton Bampfylde Ltd are only able to process your Sensitive Personal Data (racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, genetic data, biometric data, health, sex life, or sexual orientation) with your express consent. You will be asked to complete a consent form when you apply and please do not include any Sensitive Personal Data within your CV (although this can be included in your covering letter if you wish to do so), remembering also not to include contact details for referees without their prior agreement.

RSA



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