

Role Profile

The Role			
Role Title:	Chief Executive Officer (CEO)	Reporting to (job):	Chair of RSPCA Board
Legacy job titles covered by this role profile:	N/A	Jobs that typically report into this role:	Executive Leadership Team:- <ul style="list-style-type: none"> • Director of Finance and Business Services • Director, People & Culture, • Director of Strategy and Transformation • Director of Engagement and Income Generation • Director of Advocacy and Prevention • Director of Operations • Executive Director RSPCA Assured • Assistant Director of Governance and Chief Executive's Office • Executive Assistant
Directorate / Department	Executive	Job Family	CEO
Location Category, Base and travel	Hybrid Worker with travel required nationally and internationally representing the RSPCA.	Band	F
Role Dimensions			
Number of direct reports	9	Manager/Individual Contributor:	Manager
Number of dotted line reports		Budget (Operating/Capital)	<i>Overall accountability for the RSPCA budget of approx. £130m plus indirect responsibility for RSPCA Assured, RSPCA Trading and RSPCA Branch Network</i>

Total No of Reporting Staff (include all direct and indirect reports)	Approx 1700 employees, RSPCA Assured 70 employees. Additional responsibilities for the Volunteer Programme and Branch Network.	Decision Making Authority & Responsibility for Resources	<p>This role carries overall strategic leadership decision making responsibility for the RSPCA, working with the RSPCA Board to agree the overall strategy for the RSPCA, determining objectives, KPIs, areas of work, activities and priorities for the organisation.</p> <p>Representing RSPCA as the key spokesperson and negotiator to legislators, partners, decision makers, other stakeholders including the media.</p> <p>Chair of RSPCA's Executive Leadership Team.</p> <p>Responsible for the overall leadership of the Branch network and both subsidiaries - RSPCA Assured and RSPCA Trading.</p>
Working Environment	Desk based DSE User , lone worker when working from home,		
Role Purpose	<p>To provide leadership and direction to the RSPCA, and report to the RSPCA Board of Trustees, on Governance, Strategy, People, Policy, Fundraising, Service Delivery, Risk and Finances. Working closely with the Chair of RSPCA Board to ensure that the RSPCA is well governed within the strategic and accountability frameworks laid down by the Board of Trustees to achieve the RSPCA's vision, mission, beliefs and culture.</p> <p>Ensuring that the RSPCA remains focussed on our vision; Of a world where all animals are respected and treated with kindness and compassion and purpose; to inspire everyone to create a better world for animals.</p> <p>Building the Society's reputation and influence in England, Wales and overseas.</p> <p>Support the 140 RSPCA branches throughout England and Wales, largely volunteer run to deliver practical animal welfare via the RSPCA and Branch run network of approx 60 animal centres and wildlife centres, 3 animal hospitals and 40 clinics.</p> <p>Ensure that RSPCA Assured and RSPCA Trading have appropriate strategies to meet their purposes.</p>		

Principal Accountabilities	<p>Accountable to the Board of Trustees for:</p> <ul style="list-style-type: none"> • Developing and agreeing the strategic direction of the RSPCA ensuring that the RSPCA's Vision, Purpose and Culture are central to all activity • Provide active leadership, by motivating, leading and empowering others to ensure that the RSPCA's strategy is effectively implemented, reviewed and has impact • Ensure the financial health of the RSPCA, including developing, overseeing and monitoring and effective programme of income generation including a balanced budget and required levels of reserves • Lead the Society in an effective and efficient way, ensuring management structures and systems enable the charity to fulfil its objectives. • Developing the RSPCA and Branch relationships • Oversight of RSPCA Assured strategy delivery and effective delivery of operational plans maximising impact and effective risk management. <p>Accountabilities achieved by:</p> <ul style="list-style-type: none"> • Provide leadership and direction for the RSPCA Executive and Senior leadership teams, communicating and engaging with individuals and teams to ensure they have clear direction to enable successful outcomes. • Oversight of all Directorate business plans ensuring that they support the Vision, Purpose and Strategy. • Responsible for ensuring that the RSPCA and Assured structures and resources available to the teams are appropriate to achieve strategic ambitions. • Responsible for promoting a positive and inclusive culture within the RSPCA and embodies the RSPCA's values and behaviours, inspiring others to do the same. • Representing RSPCA policy and positions as spokesperson, influencer and negotiator with Government/legislators, decision makers, other stakeholders and the media. • To attend and represent the RSPCA at Board meetings, and be responsible for the preparation of appropriate high level policies and reports for the AGM, Board, FARCOM (Finance & Resources Committee), RSPCA Assured Board and other committees as required. • Ensuring that sufficient income is generated to implement the objectives of the Society, that a balanced budget is achieved and a strong reserve position is maintained, as agreed with the Board of Trustees • Motivation, engagement, retention and effective leadership and management of RSPCA staff and volunteers. • Engage, inspire, build consensus and effective working relationships within the RSPCA and between its stakeholders including trustees, staff, union, volunteers and branches

	<ul style="list-style-type: none"> • Enhancing and maintaining the Society's pre-eminent position as the definitive voice on animal welfare in England and Wales and Internationally. • Ensuring that every opportunity is taken to promote the Society's position with a wide range of influential individuals and bodies. • Creating strategic relationships and partnerships across both the animal welfare sector, within the RSPCA Branch network and the wider charity sector.
Key Interfaces	<ul style="list-style-type: none"> • RSPCA Board of Trustees • RSPCA President, Vice Presidents and Ambassadors • External RSPCA Partners and Members • RSPCA Branch Affairs Committee, Animal Welfare Committee, Finance, Audit and Risk Committee, Investment Committee and Governance and Nomination Committee • RSPCA Assured Board and RSPCA Trading Board • RSPCA Branch Network • RSPCA Executive Leadership Team • RSPCA Senior Leadership Group • Charity Commission • Regulatory and Statutory bodies in the UK, EU and internationally • International bodies including Eurogroup for Animals, Asia for Animals and the World Federation for Animals • Auditors and Legal Advisors • RSPCA Colleagues • RSPCA Union Unite • CEOSAC (Chief Executives of Small Animal Charities), CEBEC (Chief Executives of British Equine Charities) and ADCH • NCVO and Acevo • Other NGOs in the animal welfare sector and beyond • Other large national and international charities outside of the animal welfare sector • Media • Major Donors • Politicians and policy makers
The Person	
Personal Attributes and Key Competencies	<ul style="list-style-type: none"> • Dynamic and strategic leader - with outstanding stakeholder management skills and an extensive understanding and experience of the political and legislative process, attitudinal and behaviour and change. Remains current and alert.

	<ul style="list-style-type: none"> • Strategic vision – Demonstrates a holistic view of issues, events and activities, with a perception of their longer term impact or wider implications. • Planning, action orientation & results driven – Organises and prioritises work, with a clear readiness to make decisions, take the initiative and focus on delivery. Seeking better ways of doing things, looking to improve on status quo and willingness to deal with difficult situations that affect output and impact, whatever the organisational level of the role. Remains agile and empowering. • Quality orientation - Takes a lead role in setting goals, standards and priorities. Follows through to ensure that quality and productivity standards are met. • Influencing & engagement – Ability to influence, motivate and empower others in order to reach organisational goals. Solid negotiation skills. Will recognise the value of sharing ideas, knowledge and information with others and take personal responsibility for doing so. Works for a win-win outcome when resolving differences. • Oral and written communication - Writes and speaks fluently and persuasively and is able to deliver arguments in a compelling manner to influence both individuals and groups. • Flexibility and resilience - Successfully adapts to changing demands and conditions. Maintains effective work behaviour in the face of setbacks or pressure. • Personal motivation - Commits self to work hard towards goals. Shows enthusiasm and career commitment with personal energy, enthusiasm and willingness to learn. • Leadership – Corporate Accountability - ability to work in the interest of the organisation as a whole - working closely with colleagues across all functions to get there. Uses their empathy, inclusivity and social intelligence to confidently motivate their team, displays effective approach to internal communication and holds excellent interpersonal skills
Essential Key Skills, Qualifications & Experience	<ul style="list-style-type: none"> • Experience of leading on, development and implementation of clear strategic goals • Experience of leading and driving change in complex purpose-led organisations, providing financial, people and organisational focused leadership within medium or large sized organisations • Extensive financial planning and management experience with the proven ability to grow and organisation, balancing ambitions and expenditure within a challenging funding environment • Strong commercial awareness and understanding of fundraising and/or income generation and business development • Experience of working with or on Boards of Trustees and demonstrate a knowledge of charity governance structures and risk management • Authentic communicator, connecting with diverse audiences, articulating our mission, inspiring and engaging new audiences • Considerable and proven people management skills and experience, demonstrating a commitment to an inclusive, open, collaborative, empowered, forward thinking culture • Experience of leading change and improvement within a team and organisational environment.

	<ul style="list-style-type: none"> • Raising organisational profile and enhancing the brand • Demonstrable commitment to, an understanding of and ability to represent the RSPCA's position on animal welfare
Desirable Key Skills Qualification & Experience	<ul style="list-style-type: none"> • Animal Welfare experience. • General knowledge of legislation that impacts on animal welfare and an in-depth knowledge of relevant national and international regulations and the scientific, ethical and social/political issues. • Experience of the charity/not for profit sector at a senior level • Understanding of the key issues facing the charity sector and charity regulatory environment • Experience of influencing policy at the highest political levels, with understanding of the political sensitivities of the working of Government and other stakeholders • Understanding of how advocacy can change public perceptions and attitudes
Personal commitment to:	<p>Adhere to the Society's charitable objectives, which are to promote kindness and prevent or suppress cruelty to animals.</p> <p>Take care of their own health and safety and that of others who may be affected by their acts and omissions.</p> <p>Uphold the RSPCA's core values and culture</p> <p>Cooperate with Society policies and procedures</p> <p>Understand and comply with any Society Code of Conduct.</p>
RSPCA Core Values	<p>Our values for our employees, volunteers, trustees, branches and future members of our Community Engagement Programme guide everything that we do.</p> <p>They also guide how we work to rescue and care for animals and how we work with individuals, families, communities and other organisations.</p> <p>We are compassionate: we care deeply about the lives of animals, we have empathy for people, we act with kindness and consideration at all times</p> <p>We are inspirational: we are life changing, we inspire by taking the lead, we speak up when others don't, we take brave decisions, we change animals' lives for the better.</p>

	<p>We are committed: we never give up, we have energy and determination, we rescue animals from cruelty and neglect, giving them new opportunities and supporting others in doing so, and advocate for all animals at risk of harm.</p> <p>We are expert: we have expert knowledge which we willingly share, we act on the basis of evidence, we underpin our decisions and actions with science, data and experience.</p> <p>We act with integrity: we are honest and trustworthy, we act with integrity, we do what's right.</p>
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Creation and Authorisation
<i>Statements in this Role Profile are intended to reflect, in general, the duties and responsibilities of the position, but are not to be interpreted as totally inclusive.</i>

Profile written by:	Caroline McCague	Role:	Assistant Director - HR Operations	Date:	October 23
Approved by (operations):	Fiona Evans	Role:	Director of People and Culture	Date:	Oct 2023
Approved by (HR):	Luan Moorshead	Role:	HR Business Partner	Date:	October 2023

Date Job last evaluated	2023
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