

# RSPCA.

**CANDIDATE PACK**

## **Chief Executive of the RSPCA**





# Welcome

Imagine a world where all animals are treated with kindness and respect. Lead the RSPCA and make this a reality.

As Chief Executive of the RSPCA, you'll be at the heart of a movement – guiding the UK's most recognised animal welfare charity into its next chapter.

You'll steer our strategy, shape our culture, and make sure we deliver on our ambitions. This is a role that calls for vision, courage and compassion – someone who can convene and empower others, and build a shared sense of purpose across our people, partners and the public.

This is a pivotal time to join the UK's leading animal welfare charity. We've made huge progress over the past 200 years right up to today, but animals are facing more complex and urgent challenges than ever before. And we need bold, visionary leadership to meet them.

Every day, our frontline teams rescue animals from desperate, often harrowing situations. Like Grace, a resilient dog we saved from an international dog fighting ring. And Prince, a terrified cat found with most of his fur shaved off. Both are now safe and thriving thanks to the compassion and expertise of our staff.

But our purpose goes far beyond rescue, and our impact improves the lives of all animals – in our homes, on farms, in laboratories and in the wild. We've just launched our refreshed strategy, Together for animal welfare – an ambitious plan for lasting change. We're here to tackle the root causes of cruelty and suffering, and to make sure every animal can live the fulfilled life they deserve. We exist to inspire everyone to create a better world for every animal.

As Chief Executive, you'll lead our dedicated staff and volunteers to end cruelty and neglect, push for stronger legal protections for wild animals, and campaign for humane, non-animal alternatives to testing. You'll help put animal welfare back on the international agenda, and address the crisis of low-welfare farming in the UK by promoting better food choices and raising standards through our RSPCA Assured scheme.

To succeed, we must inspire a movement and spark action across communities, industries and governments. We're looking for someone who can foster connection, energise change, and bring people with them. Someone who can grow engagement with the RSPCA and influence individuals, sectors and policymakers alike.

You'll need a proven track record of leading a complex organisation, with experience of driving success in a challenging financial climate. You'll bring commercial acumen, strategic clarity, and the ability to secure resources and forge powerful partnerships. Animal welfare experience isn't essential, but a deep belief in and commitment to our purpose and our strategic direction is.

The RSPCA is in the midst of significant transformation. We've modernised our leadership, governance and culture. We're restoring financial stability. Our updated brand is helping us rally humanity for animals and attract new supporters, because a world that's better for animals is better for us all.

This is your chance to lead one of the UK's most loved charities into its next chapter. With your courage, commitment and vision, we can change how society thinks, feels and acts towards animals – for good.

If that inspires you, we'd love to hear from you.

**Amanda Bringans, OBE**

RSPCA Chair



## About us

### WHO WE ARE

We're the Royal Society for the Prevention of Cruelty to Animals – the world's oldest and largest animal protection organisation. For 200 years, we've been changing laws, industries, attitudes and lives to put animal welfare at the heart of society.

Founded in 1824 by pioneers including William Wilberforce, Richard Martin and Reverend Arthur Broome, we sparked a global movement that still shapes animal welfare today. And our commitment to animals has never wavered.

We rescue animals from cruelty and neglect. Our inspectors and rescue teams respond to calls every day of the year, working with expert staff and dedicated volunteers across our hospitals, centres, branches and partners. Together, we rehabilitate, rehome or release a huge range of animals.

But we don't just rescue – we prevent suffering at its roots. Our campaigning and advocacy work has helped change more than 400 laws. We challenge cruelty in laboratories, farms, homes and the wild, while our RSPCA Assured scheme promotes higher-welfare farming.

We change behaviours too – by sharing our knowledge and advice, through education in schools and communities, and by working with businesses, organisations and families to build a more compassionate society.

We're powered by people. Across England and Wales, over 130 local branches and more than 10,000 volunteers show dedication to everything from rescuing animals to running wildlife projects. We also work beyond borders, using our voice and influence to push for better protection for animals worldwide.

As we enter our third century, animals need us more than ever. Climate change, factory farming, conflict and cost-of-living pressures are all taking their toll. But with renewed purpose, future-focused ambition and the strength of our movement, we're ready to lead lasting change. Because animal welfare is everyone's welfare.





## Our strategy: Together for animal welfare

This year we refreshed our strategy to respond to the growing pressures animals face in a rapidly changing world. Together for animal welfare outlines our vision for a kinder future for animals.

We know we can't do it alone. By working in partnership – with people, communities, organisations and governments – we can achieve more. Our aim is to grow a powerful, connected movement that creates a better world for every kind of animal.

**Our five strategic priorities are:**

1. **Rescue and care** – We rescue and care for animals in need.
2. **Advocacy and prevention** – We influence laws, shift attitudes and champion kindness.
3. **Impact** – We deliver the greatest impact to animals.
4. **Engagement** – We build lasting relationships with people and communities.
5. **Organisational effectiveness** – We strive for excellence in all that we do.

## **WHAT WE'VE ACHIEVED SO FAR**

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Together, we've made huge strides since 2021:

- Transformed our leadership, governance and organisational culture.
- Set a bold direction for collaboration with partners including Eurogroup, the World Animal Federation, Network Rail, NSPCC, and Mind.
- Launched a new brand to rally the public, sector and policymakers around urgent animal welfare issues.
- Delivered a £1.5m cost-of-living support fund and distributed more than a million pet meals to help keep animals in their homes.
- Funded support for animals and their owners fleeing the conflict in Ukraine.
- Rolled out a three-tier prevention framework to target cruelty where it's most severe.
- Introduced a new science-based approach to animal welfare, considering both physical and emotional wellbeing.
- Helped secure landmark legal changes including animal sentience in law, stronger sentencing for cruelty, and bans on live exports and primates as pets.
- Launched new thought leadership including the Animal Kindness Index, the Wilberforce Lecture, and the Animal Futures Project.
- Developed clear, evidence-based policies to improve animals' lives.

## **OUR AMBITIONS FOR THE FUTURE**

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As we look ahead, we've identified nine key ambitions to drive our mission forward:

1. End animal cruelty, abuse and neglect in England and Wales.
2. End harmful selling and breeding of pets in England and Wales.
3. Champion the global replacement of animal experiments with humane, non-animal methods.
4. Secure international agreements to prioritise animal welfare, including a UN convention.
5. Secure effective legal protection for all wildlife in England and Wales through robust new wildlife legislation.
6. Achieve statutory powers for RSPCA inspectors in England and Wales.
7. Build a millions-strong movement to create a better world for every kind of animal.
8. Encourage people to 'eat less, eat better': Call for a significant reduction in meat, dairy and egg consumption by 2050.
9. End lower welfare farming by bringing more farms under the RSPCA Assured scheme and continually driving up welfare standards.





# Inspiring purpose. Driving impact.

Your leadership will shape not just what we do – but how we do it. You'll align purpose with action and make sure we achieve what we've set out to do – together.

**Your role will include:**

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**Delivering strategic priorities** – Keeping us focused and future-facing, aligned to our purpose, values and long-term ambitions.

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**Ensuring strong governance** – Working with the Board of Trustees to uphold accountability and ethical integrity.

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**Championing our purpose** – Driving societal change by inspiring more people to connect with our cause.

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**Growing our organisation** – Balancing ambition with sustainability, and generating the income and partnerships we need to thrive.

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**Building our influence** – Strengthening the RSPCA's voice locally, nationally and internationally.

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**Expanding our network** – Connecting with communities, partners and over 130 federated RSPCA branches to extend our reach and deepen our impact.

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**RSPCA**®





## What we're looking for

You'll be an exceptional communicator, collaborator and changemaker. Someone who can inspire belief in our purpose and turn it into action.

### You'll bring:

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**Strategic vision and leadership** – With a track record of driving change in complex, purpose-led medium or large organisations, providing financial, people and organisational focused leadership, within challenging external environments

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**Authentic communication** – Able to connect with diverse audiences, from grassroots volunteers to government leaders, articulating our purpose, inspiring and engaging new audiences

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**Collaborative spirit** – Skilled at building partnerships, bringing together different perspectives and nurturing a culture of trust and inclusion by living our values

You don't need to come from the animal welfare world. But you must care deeply about making a difference – for animals, and for the people who care for them.

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**Your impact** – You'll make a tangible difference to the lives of animals and communities across England and Wales – and beyond. You'll rally others to our cause, helping us change hearts, minds and systems.

You'll also shape the internal culture – creating a place where staff and volunteers feel valued, heard and equipped to do their best work.

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## COULD THIS BE YOU?

Our strategy is stretching and as a result we have high expectations of the skills that our next Chief Executive will bring. To find out more about the role and the full skills required, please review our [job description](#).

# Join the movement

At the RSPCA, we care deeply about people as well as animals. We're proud to champion a culture that's inclusive, supportive and full of purpose – where every team member and volunteer feels valued and empowered to grow.

We invest in our people, nurturing talent at every level and creating opportunities to learn, develop and thrive.



## Professional development

We'll support your ambitions with tailored development opportunities, training programmes and mentoring – so you can build your skills, grow your impact and shape a meaningful career.



## Work-life balance

Flexible and hybrid working: enjoy the flexibility of working both in-office and remotely.

Generous paid time off: Benefit from 25 to 31 days of annual leave, plus bank holidays and a Society Day.

Family-friendly policies: Take advantage of maternity, adoption, shared parental leave, IVF treatment leave, and paternity leave.



## Financial benefits

Competitive salary: Receive a competitive salary commensurate with your role and experience.

Pension scheme: Contribute to a defined-contribution pension with employer matching contributions.

Healthcare Cash Plan: Access subsidised healthcare coverage for medical, optical, and dental expenses.

Occupational sick pay: Generous sick pay benefits based on length of service.

Life assurance: Receive life insurance coverage for your dependents.



## Perks and benefits

Dog-friendly workspaces: Bring your furry friend to work.

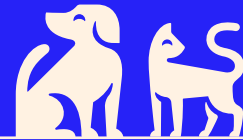
Cycle to work scheme: Take advantage of tax-free bike purchases.

Charity discounts: Enjoy discounts on various products and services.

Community Acts of Kindness: Volunteer your time to support community causes.



# Lead the RSPCA, and help build a kinder world for animals. Here's how to apply.



Saxton Bampfylde Ltd is acting as an employment agency advisor to the RSPCA on this appointment.

Candidates should apply for this role through our website at: [saxbam.com/appointments](https://saxbam.com/appointments) using the code YANIA.

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 noon on 10 June 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.

## **GDPR personal data notice**

According to GDPR guidelines, we 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.

## **Due diligence**

Due diligence will be carried out as part of the application process, which may include searches carried out via internet search engines and any public social media accounts.

We are looking to appoint the successful candidate by August.

The Royal Society for the Prevention of Cruelty to Animals (RSPCA) is a registered charity in England and Wales (registered number 219099), and a statutory corporation. As such the Board of Trustees has full legal responsibility for the actions of the charity under the Charities Act 2011 and the RSPCA Act 1932.

The RSPCA operates in partnership with a network of around 135 separately registered RSPCA branches throughout England and Wales.