



pennyappeal

WE'RE AFTER A NEW

CEO

Chief Executive Officer

Dear Candidate - Assalamu'Alaykum. Thank you for your interest in becoming the next 'Team Captain' at Penny Appeal!

Bismillah.

Founded in 2009, Penny Appeal is a multi-award winning humanitarian and development charity working to break the vicious cycle of poverty and empower communities in over 60 countries across the globe, including the UK.

The Penny Appeal story began in Pakistan, when our founder met communities that were trapped in exceptionally difficult circumstances. What we would consider a small amount of change, the amount we might spend on a meal out, for example, would be all a family needed to break out of their desperate situation.

Thus the Penny Appeal ethos has, and always will be, rooted in serving the most vulnerable people at home and around the world, channelling the generosity of our donors into dignifying the life of the people we seek to help. We transform small change into a big difference for those who need us most.

Our work is unapologetically inspired by the universal values of the Islamic faith and our programmes are a blend of short-term relief, and longer-term sustainable humanitarian and development solutions. We are strongly rooted and driven by our British Muslim donor base, and work to present our programmes in a rewardable and affordable way, breaking down complex development projects into simple and effective faith-sensitive calls-to-action.

Furthermore, of the many aspects of Penny Appeal that sets us apart, especially in the Muslim-led charity sector, is our domestic portfolio which represents our ambitious and forward-thinking vision for faith-based humanitarianism, after all, charity begins at home.

A New Normal - A New Penny Appeal

Our organisation is in a period of consolidation following an extraordinary time of growth. We are working hard to ensure our systems, processes, frameworks are appropriate for the scale and complexity of our local and global operations. We are strengthening our capacity both in the Executive and the Board to be ready and fit for the future and our ambitions as an organisation.

We are looking for a new leader who will drive the organisation on this journey. It has to be someone that can continue to shape our culture and develop our people with an entrepreneurial spirit. The evolving economic downturn has been deeply challenging for the entire sector. Our new CEO will be someone who can deftly manoeuvre the organisation in these difficult times, making bold decisions to ensure that we continue to have the greatest possible impact on the lives of those who need us the most.

We look forward to meeting those who wish to join us and support our mission.

Penny Appeal Board of Trustees





A MESSAGE FROM OUR FOUNDER

My father died when I was six years old. Growing up as an orphan, we didn't have much, but I learnt that a little given with a sincere heart goes a long way. Small change, Big difference.

We began Penny Appeal with small acts of kindness towards orphan children in Pakistan and this evolved into a £127m global humanitarian movement spanning more countries than we could ever have imagined, as well as crucially supporting vulnerable communities and individuals in the UK too.

Small Change. Big Difference. This is what we have been doing, day in and day out, around the world, and at home, showing how a pocketful of pennies really can transform the world.

The colossal impact we've had is credit to the vibrant and diverse Muslim communities that have entrusted us to be the vehicle of their faith-inspired generosity. We've honoured that trust by investing into the fabric of our donor communities, presenting our work and fundraising efforts in a way that honours the intersecting and evolving identities of British Muslims.

From our epic and innovative sell-out tours like the Big Muslim Variety Show and Super Muslim Comedy Tour, to the investment in safeguarding, governance, and accountability systems, we've built Penny Appeal as charity by the people, for the people.

As we've grown over the years, much has evolved in our programming, structures, and ways of working, however what has stayed the same is our unique Penny Appeal personality. We are confident, energetic and emotive, always raring to go and daring to be different, and embracing the impossible with our can-do attitude. Our fun, bold and innovative brand is upbeat, welcoming and ensures that whatever it is we do, we make a big splash and a lot of noise.

I am eager and excited to welcome a new leader to the Team Orange Family, and I look forward to working closely with the incoming CEO on the next evolution of our charity!

Adeem Younis, Founder of Penny Appeal

OUR VISION

Transform small change into a big difference for those who need us most

OUR MISSION

Inspired by the universal values of the Islamic faith, Penny Appeal's mission is to serve all those in need at home and abroad.



OUR VALUES

Teamwork makes the DREAM WORK

Invest and entrust others to play their part in breaking the cycle of poverty.

The RIGHT thing, the RIGHT way with the RIGHT intentions

Aspire to do our best and always be accountable for all we say and do.

Live the LEGACY

Day in, day out, create a lasting change rooted in sustainable development.

Champion the UNDERDOG

Leverage our diversity to strengthen our work and nurture belonging.

Do it the ORANGE WAY

Bold, beautiful and unafraid to do things differently, that's Penny Appeal.

A photograph of a person's hands being washed under a stream of water from a public tap. The person is wearing a blue t-shirt. The background is slightly blurred, showing other people and a colorful patterned cloth. The text 'THE ROLE' is overlaid on the left side of the image in a large, white, sans-serif font, with a white wavy line extending from the end of the word 'ROLE' towards the right.

THE ROLE

TITLE

Chief Executive Officer

LOCATION

Based at our HQ in Wakefield,
West Yorkshire

SALARY

£100,000 - £125,000

REPORTS TO

Chair & Board of Trustees

DIRECT REPORTS

- Chief Operating Officer
- Director of Finance
- Director of Growth
- Director of International Network
- Head of CEO's Office



ROLES AND RESPONSIBILITIES

STRATEGY DEVELOPMENT

- Work with the Chair of Trustees and Senior Leadership Team to review and update strategy annually
- Work with International Penny Appeal office CEOs to monitor delivery of strategy & fundraising activities in regions
- Work closely with the Chair & leadership team to define the support required for implementing strategic initiatives.

BOARD REPORTING

- Overall responsibility for all reporting to Penny Appeal Board of Trustees and Charity Commission

ORGANISATIONAL MANAGEMENT AND DEVELOPMENT

- Motivating, developing and managing all direct reports, and providing operational leadership to the organisation
- Overall Executive responsibility for ensuring the delivery of all organisational objectives, as agreed with the Board of Trustees
- Agreeing and reviewing Senior Leadership Team objectives, monitoring delivery against departmental plans, and taking remedial actions as required

CONTINUED...

PROGRAMME DELIVERY & IMPACT

- Review of programmes status – Cashflow, cost vs budget, programme delivery vs. plan, programme quality/impact, key remedial actions
- Engagement with research, evidence and measurement community for UN SDG 1-6

OPERATIONS

- Support the Executive team to ensure Penny Appeal has the right capacity and infrastructure, policies and framework to work effectively and grow

FINANCE

- Regular reviews of financial performance, position and plans with the Director of Finance & Resources
- Responsible for Annual Report

FUNDRAISING

- Timely reviews with the CEOs of Penny Appeal's International Offices
- Lead and manage key strategic partnerships
- Work with Director of Fundraising to identify strategic fundraising opportunities

TRUSTEE BOARD

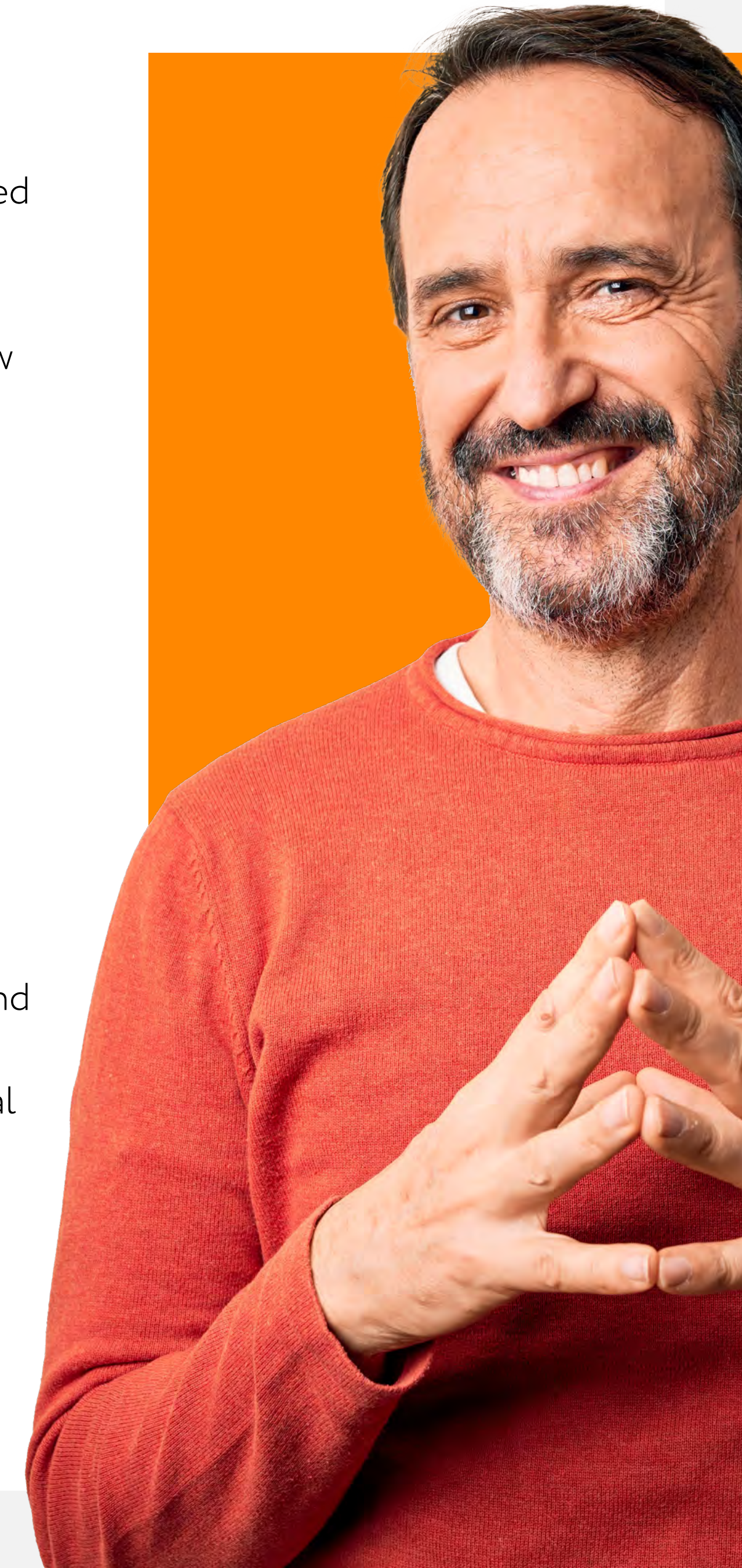
- Ensure Trustee Board is appropriately informed and updated
- Define and develop role of Committees on the Trustee Board
- Working with the Chair & Trustees, identify pipeline of new
- Board members assist in delivery of key development initiatives, where appropriate

CUSTOMER RELATIONSHIP MANAGEMENT AND OTHER STAKEHOLDERS

- Engage with external stakeholders as appropriate
- Represent the organisation externally to partners, stakeholders and other organisations within the sector

PENNY APPEAL REPUTATION DEVELOPMENT

- Represent Penny Appeal on a global platform, as an advocate for quality programmes, a voice to government and a trusted partner
- Author thought leadership pieces on Penny Appeal's social media and platforms
- Continue to build key relationships for achievement of Strategic Goals
- High level contact with external partners as requested by the Fundraising and Programme Delivery teams



PERSON SPECIFICATION

EXPERIENCE AND QUALIFICATIONS

- Strong Islamic knowledge and experience of working in the faith sector.
- Senior leadership and management experience within an organisation of similar complexity.
- Navigating complex stakeholder relationships at a senior level
- A proven track record of success in leading organisation-wide change projects.
- Developing, implementing and evaluating operational, business and strategic plans.
- Leading, motivating, empowering and managing people effectively.
- Evidence of continuous personal and professional development e.g. professional management qualification (desirable).
- Working in a not-for-profit and/or membership setting (desirable).

KNOWLEDGE, SKILLS AND ABILITIES

- A deep understanding of Muslim donor trends and behaviours, including Islamic financial matters i.e. Zakat, Wakf, Qurbani etc.
- Knowledge of and/or an appreciation for the international NGO sector, and the key trends, issues and policy impacting NGOs
- Good understanding of effective financial oversight include budgeting and the ability to analyse and make decisions based on financial management information.
- Excellent communication skills, both oral and written.
- Effective organisation and administration skills.
- Ability to support, empower and coach others to thrive.

VALUES AND BEHAVIOURS

- Commitment to working with, and championing, the universal values of the Islamic faith.
- Commitment to equity, diversity and inclusion.
- Ability to role model Penny Appeal's desired culture and behaviours.





BENEFITS

- Opportunity to work in a fast paced, dynamic and entrepreneurial organisation that aims to paint the world Orange!
- 25 days, plus 1 day for your birthday
- Peoples Pension plan – employer 3% contribution and employee 5%
- Smart Hive platform – which gives you access to retail vouchers, cycle to work and eye care vouchers
- Employee assistance programme - 24-hour confidential helpline, experience therapist/advisor
- Learning management system, access to thousands of courses
- Situated in the beautiful Thornes Park campus

HOW TO APPLY

Through this link you'll need to complete our online application. You will be provided with an email address to submit your CV and you'll also be asked to complete your contact details and some diversity monitoring information.

As part of the online application, you'll need to submit a personal statement that outlines how you meet the person specification of the role. Please try to be as specific and objective as possible within your personal statement. There is no word limit on your personal statement but you should aim to be focused and concise.

[CLICK HERE TO APPLY >](#)

TIMELINE

Closing Date:
Wednesday 4th January 2023

Preliminary Interviews:
Week Commencing 16th January 2023

Final Interview
Week Commencing: 6th February 2023

EQUALITY STATEMENT

Equality and diversity are at the core of Penny Appeal's values. Staff are expected to work collectively and individually to promote a constructive and sensitive approach to others from a variety of backgrounds, where the work of others is valued and respected.

SELECTION PROCESS

All candidates will be notified about the status of their applications. We advise candidates to add the role email to their safe senders list and regularly check their spam folder. Shortlisted candidates may be required to undertake an additional assessment prior to the final interview.

QUERIES

If you'd like an informal conversation about the role please contact:

harris.iqbal@pennyappeal.org
CEO

graham@atkinsonhrconsulting.co.uk
External HR Advisor



The logo for Penny Appeal, featuring the word "pennyappeal" in a lowercase, sans-serif font. The "penny" part is in a light blue color, and the "appeal" part is in a darker blue color. The logo is set against a white rectangular background.

pennyappeal

Website: www.pennyappeal.org — Telephone: 03000 11 11 11

Address: Penny Appeal, Penny Appeal Campus, Thornes Park, Wakefield, WF2 8QZ

Penny Appeal is a UK registered charity 1128341 and UK registered company 06578382