



CYNNAL | SUSTAIN  
CYMRU | WALES

Candidate Pack

# Director

April 2024



## A message from the Chair

We are delighted and excited to be looking for a new Director to take Cynnal Cymru to the next level.

The past few years have seen rapid growth both in the staff team numbers and in our reach. We have been working hard to deliver our unique services and have done remarkably well. But now is the time to reflect and consolidate our success - before we step forward to further grow our impact for a sustainable future.

Could you be the person to take us forward with this ambitious agenda as our new Director?



## Job Description: Director

Post Title:	Director
Salary:	£55,000 - £60,000 based on experience, pro rata
Duration:	Permanent
Hours:	30 or 37.5 hours per week (4 or 5 days)
Start-Date:	As soon as possible
Location:	Flexible working / Cardiff office base / Home working /Client sites
Line-Management:	Chair of the Board of Cynnal Cymru – Sustain Wales

Closing date for applications:	12 noon 3 May 2024
Interview date:	17 May 2024
Interview location:	In-person, Cardiff

## About Cynnal Cymru – Sustain Wales

Cynnal Cymru is the leading sustainable development organisation in Wales. With charitable aims at our core, we provide advice, training and connections to help organisations take bold decisions for a fairer and more secure future.

## Our Mission

We believe that every organisation can take steps to respond to global challenges in ways that benefit them, and the people around them.

Whether it's paying the real Living Wage so that workers can live and not just exist, reshaping business practices to minimise environmental harm, or engaging with employees, supply chains and customers to reduce greenhouse gas emissions – we believe that raising ambition benefits organisations in Wales and beyond now and for the future.

## Our Vision

Our vision is a world with a stable climate, a society which respects and protects the planet's finite resources, and every person is respected, valued and able to meet their needs.



## Who we are

We're sustainability experts who help organisations create a fairer and more secure future. Since 2002 we've been part of Wales' journey to end short-term thinking and become a leader in sustainable development. We reshaped our services in 2016 after we completed our work for the establishment of The Future Generations Office.

Our team delivers wide-reaching work touching many agendas and policy areas including climate change and decarbonisation, sustainable travel, renewable energy, utilities, affordable housing, the Foundational Economy, in-work poverty, management of natural resources and much more.

We have worked with some amazing people and organisations over the years and our current roles and areas of expertise include:

- Real Living Wage accreditation and support
- Carbon Literacy Training Organisation delivering Carbon Literacy training for organisations
- Nature Wise – Eco literacy training
- Climate change, environmental and decarbonisation strategies and support
- Creating and facilitation communities of practice – including for Social Housing Decarbonisation and the Foundational Economy in Wales

Every project we work on helps us grow and understand even more about sustainability—and about people. We love what we do.

### Recruiting a Director

We are looking for someone who can help us strengthen our skills and expertise and lead us through a period of consolidation and change as we continue to deliver our ambitious agenda of enabling action towards a fair and just society, a low carbon economy and a thriving natural environment.

You may be an experienced CEO or an experienced senior manager looking for a step up. Our new Director will be skilled in both people and organisational management, with very good business and financial acumen.

We are a lively and progressive charity at an important stage in our development. If our mission resonates and you share our aims, we would love to hear from you.



## Job Purpose

The Director will play a key role in driving forward our sustainability agenda for Wales, being responsible for the successful leadership and management of Cynnal Cymru and its commercial direction.

You will:

- Lead Cynnal Cymru's organisational development and change management as it enters a period of consolidation for the expanded team;
- serve as the head of the professional and administrative organisation, providing leadership and clear direction to the staff and work of Cynnal Cymru, ensuring integration and co-ordination of activity across the whole organisation;
- inspire and lead the people and management of Cynnal Cymru, ensuring a culture of continuous learning, inclusion, and support.
- ensure the organisation's financial sustainability is optimised; identifying and driving income generating activities to maintain and develop the future of the organisation;
- be highly visible to our partner organisations, membership and clients within the private, public and third sectors and take responsibility for building and strengthening key relationships with them;
- build on our existing relationships and develop new ones with a view to expanding Cynnal Cymru's commercial operations, identifying new opportunities, and consolidating existing work streams;
- advise the Trustees on the organisation's strategic direction and ensure implementation of Board decisions;
- ensure that the activities of Cynnal Cymru are carried out in accordance with its constitution and in pursuit of its objects and agreed outcomes;
- develop and manage the relationship between Cynnal Cymru and Wales Council of Voluntary Action WCVA within its Group Structure;
- deliver within the framework of the Well-being of Future Generations (Wales) Act 2015.



# Duties and Responsibilities

## Leadership

- Work with the Board and other senior staff as appropriate to develop a vision and strategic plan to guide the organisation in the next two years during a time of consolidation, potential change and opportunity;
- foster an organisational culture that promotes innovation, inclusion, creative solutions and business acumen as the norm, actively promoting Cynnal Cymru's reputation as a stimulating advocate and delivery agent for sustainable development;
- build good relationships with the Welsh Government and the Future Generations Commissioner's Office, continuing to support the Welsh Government's sustainability legislation;
- maintain and increase Cynnal Cymru's revenue. This will include broadening the portfolio of activities of the organisation and continuing its established commercial direction, as well as seeking other appropriate sources of revenue;
- foster effective teamwork with the Board, Cynnal Cymru staff and the Chief Executive of WCVA;
- nurture an inclusive and supportive environment for all, developing the Cynnal Cymru team and ethos;
- embrace Cynnal Cymru's core values and act as a role model across the organisation.

## Operational Planning and Management

- Oversee the efficient and effective day-to-day operation of Cynnal Cymru, and ensure that the work of the organisation and team members is conducted according to the principles of sound performance management, and that progress is regularly maintained and reported upon;
- oversee the planning, implementation and evaluation of the organisation's programs and services, ensuring that these contribute to the organisation's mission and agreed priorities, and that effective project management principles and procedures are followed;
- directly performance manage senior team members;
- develop and implement an annual operational plan which incorporates goals and objectives that work towards the strategic direction of the business, and ensure that the operation of the organisation meets the expectations of Cynnal Cymru's members and partners;
- provide support to the Chair and the Board of Trustees by preparing meeting agendas and supporting materials, ensuring that the Board is kept fully informed of the developing sustainable development agenda and related issues, and identifying, assessing and informing the Board of internal and external issues that affect the business;
- ensure Cynnal Cymru complies with all legal policies and guidance in its service delivery. Oversee the development and review of policies for the approval of the Board and prepare procedures to implement the organisational policies;
- manage relationships with major clients, sponsors and stakeholders.



## Financial Management and Human Resources

- Act as Accounting Officer;
- work with the Board of Trustees to ensure financial policies and procedures are effectively implemented to support an environment of sound financial control, including the preparation of annual budgets;
- ensure that sound book-keeping and accounting procedures are followed;
- administer the funds of the organisation according to the approved budget and monitor the monthly cash-flow;
- provide the Board with comprehensive, regular reports on revenues and expenditure, ensuring that invoices and grant claims are submitted on time and on budget;
- determine staffing and resource requirements for optimum commercial results;
- oversee the implementation of Cynnal Cymru's human resources policies, procedures and practices, and establish a positive, healthy and safe work environment in accordance with all appropriate legislation and regulations;
- implement a performance management process for all staff which includes monitoring the performance of staff on an ongoing basis and conducting an annual performance review. Coach and mentor staff as appropriate to improve performance.

## Communications and Engagement

- Be an effective advocate for Cynnal Cymru, representing its interests in all quarters, contributing to its sustained and enhanced credibility and respect, acting as a key spokesperson for media work and at high profile events;
- build on existing relationships and develop new ones with a range of organisations aligned with our planned activities, as well as ensuring that our programmes continue to generate income;
- establish and maintain good working relationships and collaborative arrangements with businesses, community groups, funders, politicians, and other stakeholders to help achieve the goals of the organisation, and keep them informed;
- help promote a single, distinctive brand, voice and identity for Cynnal Cymru and its services and clients in Wales and deliver the organisation's messages to key influencers;
- ensure that the activities of the organisation follow the principles and good practice in stakeholder engagement and grow and develop a more active membership.



## Person Specification:

	Essential	Desirable
Qualifications		Qualified to at least degree level or equivalent and/or relevant management qualification
Knowledge	<p>A keen understanding of sustainable development and its status in global, national and local contexts.</p> <p>A working understanding and an appreciation of the social, economic and environmental characteristics of Wales, and that Wales has a distinctive bilingual character and culture.</p> <p>Fundraising strategies and major project management to help grow the organisation.</p> <p>An understanding of the value of digital communications and social networking media.</p>	





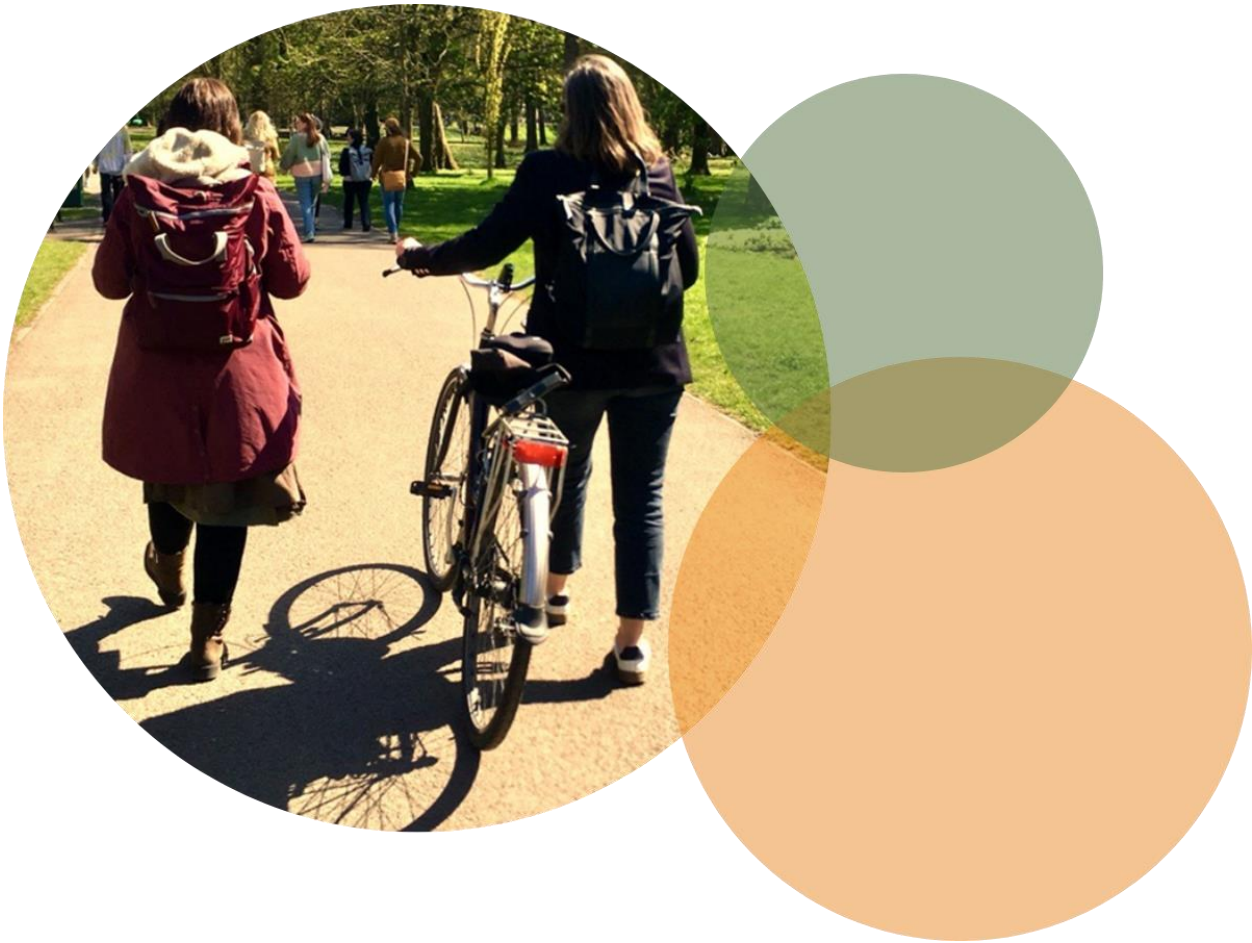
<p>Experience</p>	<p>Significant and recent successful management experience at executive or senior level.</p> <p>Experience of managing and consolidating change within an organisation.</p> <p>Experience of generating income, managing commercial and non-commercial income streams and leading a financially sustainable organisation</p> <p>Experience of partnership working and effective engagement with organisations and agencies from all sectors of society.</p> <p>Experience as an effective people manager with a strong sense of the benefits of collaborative working; including a commitment to performance management with the ability to rationalise and establish targets and objectives and secure outputs and outcomes.</p>	<p>Significant and recent successful management experience at executive or senior level in the public, private or third sectors.</p>
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<p>Skills</p>	<p>An ability to be adaptable, and flexible in a changing work environment whilst maintaining effectiveness and efficiency.</p> <p>Excellent organisational skills with an ability to apply and develop organisational governance.</p> <p>Proven skills in financial management.</p> <p>Ability to work co-operatively and effectively with others in the organisation to foster teamwork, set goals, resolve problems, and make decisions that enhance organisational effectiveness.</p> <p>Ability to influence persuasively and engage effectively with a wide variety of clients and external stakeholders, and an ability to represent the organisation's objectives and interests.</p> <p>Proven ability to take the initiative and the responsibility for getting things done.</p> <p>Ability to work under pressure and to tight deadlines.</p> <p>A creative approach to problem solving.</p>	<p>An ability to communicate satisfactorily through the medium of Welsh, or demonstrate a commitment to learning Welsh.</p>
<p>Personal Attributes (Demonstrable)</p>	<p>A leadership style that is creative, entrepreneurial, accessible, visible and flexible, that inspires trust, respect and confidence from others.</p> <p>A 'can-do' attitude.</p> <p>Highly self-motivated, flexible, adaptable and a driver of change.</p> <p>Innate relationship builder, a connector of people.</p> <p>Strong inter-personal skills with an ability to network effectively and confidently with prominent figures from diverse sectors and backgrounds (e.g. senior politicians, government officials, academics, leading business people, our diverse community and local government leaders.).</p>	



	<p>Share and promote our core values of equality, diversity and inclusion (EDI)</p> <p>An understanding of ethical behaviour and business practices, ensuring that their own behaviour and the behaviour of others is consistent with these standards and aligns with the values of the organisation.</p>	
<p>Other (Please Specify)</p>	<p>Willingness to travel with occasional evening work or overnight stays (for which Time off in Lieu is offered).</p>	



# How to apply

[Eastside People](#) is supporting Cynnal Cymru in the recruitment of this role. [Please click here to apply](#) by submitting your CV and a cover letter.

All applications will be anonymised to ensure no subconscious biases advantage or disadvantage to anyone.

Please respond to each of the following areas in your cover letter which should be no longer than three pages:

- Your familiarity with sustainability and the reasons this opportunity resonates for you
- Your strategic experience as a senior leader
- Your experience of leading an organisation through a significant period of consolidation and expansion – please give examples of the challenges you faced and how you overcame them
- Your preferred approach for implementing income generating activities to support organisational growth and sustainability
- Experience/knowledge in relation to the other relevant skills and experience specified in the job description and person specification

If you have any queries on this application process, or need clarification about any aspect of the post, please initially get in contact with Demi Martyn, [demi@eastsidepeople.org](mailto:demi@eastsidepeople.org).

The closing date for applications is 12 noon on 3 May 2024. Interviews for shortlisted candidates will be in the week commencing 17 May 2024. The selection process will involve an interview and presentation to the panel of Trustees. Should you be successful after this stage, there will be an opportunity to meet with the Senior Leadership team.

We want you to have every opportunity to demonstrate your skills, ability, and potential; please get in touch with us if you require any assistance or adjustment so that we can help make the application process work for you.

Should you be invited to interview and incur any carer's costs please let us know and we will reimburse you.

## Equality & diversity recruitment monitoring

Cynnal Cymru – Sustain Wales wants to meet the aims and commitments set out in its equality policy. This includes not discriminating under the Equality Act 2010 and building an accurate picture of the make-up of the workforce in encouraging equality and diversity.

The organisation needs your help and co-operation to enable it to do this, but filling in the monitoring form when you click on the application link is voluntary. The information provided will be kept confidential and will be used solely for monitoring purposes. It will not be shared with the assessment or interview panel.



## Further information

### How we work

We understand that our staff have commitments and priorities outside work and are therefore happy to explore any flexible working arrangement that will enable you to deliver your best work, providing the organisation's business needs can also be met.

We are actively seeking to reach a diverse pool of candidates and we are happy to consider any reasonable adjustments that any potential employees may need to be successful.

Our office is based in the centre of Cardiff and is easily accessible by public transport. We operate a hybrid working model with staff working between the office and home.

### Diversity and Inclusion

Cynnal Cymru is committed to providing equal employment opportunity in all its employment programmes and decisions. We recognise that a diverse and inclusive movement is critical to solving climate change and other sustainability challenges, and that we must ensure that all those directly impacted – particularly those who have been excluded in the past – are at the centre of the movement for change.

We actively seek out training and advice that can make our staff positions accessible to all potential team members, regardless of race, colour, national origin, ethnicity, age, disability, assigned gender, gender expression or identity, sexual orientation or identity, religion or creed, veteran status, and marital or parental status. We strive to recruit team members from communities most impacted by climate change or impacted by other kinds of environmental, social, and economic injustice. We therefore strongly encourage applications from people from ethnic minority groups, LGBTQ people, and members of marginalised communities including those with a visible or hidden disability. If you notice anything within this recruitment pack that you think can be improved, please tell us. Our EDI Champion is Harry Thompson - [harry@cynnalcymru.com](mailto:harry@cynnalcymru.com)

We guarantee an interview to any applicant from the above groups that meets the essential criteria for the post.

### Sustainability

We expect you to carry out your job responsibilities in a sustainable manner, ensuring as little damage to the environment as possible. Our aim is to ensure all resources are utilised effectively, efficiently and ethically.

### Welsh Language Policy

In carrying out our work, we try to be as bilingual as possible in our daily operations and treat the English and Welsh languages equally so far as is appropriate in the circumstances and reasonably practical.

