



ASTON-MANSFIELD
Creating Stronger Communities



CEO

Candidate Information Pack

Feb 2025



Welcome

Aston-Mansfield has held a special place in the community of Newham and East London since 1884. In the past 140 years, we have grown, merged, and evolved; however, our vision to see more children, young people and families in our community leading happy healthy lives, realising their potential and unlocking their ambition is unwavering.

We continue to live in difficult times, where children and their families continue to need support; for example, with after-school care, holiday and youth clubs, employment advice and support.

What we do in our community is changing. Over the past few years, we have undertaken a significant strategic project to reduce the number of properties owned by Aston-Mansfield and refocused our energy into the services we deliver. The last year has seen us increase our connections in our community and the services we delivered.

Our amazing CEO has been integral to the development of our services and in helping the Board with its refocus away from property. After 11 years with Aston-Mansfield, she has decided to step down and pursue other interests. Consequently, whilst we have an interim CEO in place, we are looking for a permanent replacement. Someone who has the right skills and experience to:

- Help us develop a new strategy focusing on the future needs of the communities we serve, from cradle to work.
- Increase our ability to raise funds externally to safeguard our ability to develop our services.
- Provide vision, energy and leadership to our staff and volunteers, recognising and supporting all to reach their full potential.
- Ensure our excellent safeguarding standards are maintained and constantly reviewed.
- Develop the financial understanding and career potential of the senior management team.
- Enhance the impact of all our services.
- Live our commitment to equality, diversity and inclusion.

I invite you to explore our services and website and have an exploratory conversation with Eastside People about this post. Having done so I hope you feel excited and enthusiastic about our organisation and the role you might play by applying to be our next CEO.

Sincerely,

Amanda Whiteford

Chair and Trustee



About Us

Aston-Mansfield is a community charity with a proud legacy of over 140 years serving the people of Newham. The charity was formed in 2000 from the merger of two historic charities, Aston Charities Trust (ACT) and Mansfield Settlement (MS), both with deep roots in supporting disadvantaged communities in East London. ACT and MS provided vital social, educational, and housing services from the 18th century onwards, including pioneering initiatives like youth clubs, housing associations, and community centres. Today, Aston-Mansfield continues this legacy by delivering services in Newham that address local needs through an empowering and community-focused approach.

Rooted in the heart of this vibrant borough, over 90% of our 35 staff and 48 volunteers are local residents, reflecting the rich diversity of Newham, one of the most culturally dynamic areas in the UK. With a population of over 350,000—including one of the youngest demographics in the country—Newham is a place of opportunity and rich diversity but also faces significant challenges, such as child poverty affecting half of households and having one of the highest rates of fuel poverty in England.

Our mission is to enable children, young people, and families in Newham to live happy, healthy lives, unlock their potential, and realise their ambitions. We fulfil our mission by offering a range of early intervention, crisis support and systemic services which include wraparound childcare, holiday club provision, youth empowerment services, mental health and wellbeing programs, a food bank, and family crisis support and capacity-building of grassroots organisations. In the past year, we directly supported 825 children and young people, 62 families in crisis, and over 200 adults with mental health challenges. Additionally, our community centres hosted activities for approximately 3,800 local residents, and we provided office space for 19 community organisations. Our work at every level is informed by our values and we strive for our environment to be:

- Warm and welcoming, keeping everyone safe
- Based on mutual respect, with staff and volunteers who are trustworthy
- Inclusive, where everybody has a voice and is heard
- Honest: doing what we say we will, and communicating clearly and transparently
- One which is nurturing and supports people to grow

For further information about our work, please see our [2023/24 Impact Report](#).

A new chapter for Aston-Mansfield

During 11 successful years of leadership, our previous CEO has led the charity through significant changes and has laid a strong foundation for future success. Over the last two years, we have undertaken a significant strategic project to reduce the number of properties owned by Aston-Mansfield and refocus our energy on the services we deliver. We have welcomed a new Chair onto the Board and we are currently supported by an Interim CEO who is working closely with a committed management team as we enter an exciting phase of our journey. This is a pivotal moment for the charity, and we are seeking a new CEO to guide us through the next stage of our strategy development.

If you are an experienced CEO or senior leader with a passion for community-centred work, we invite you to make a difference to the lives of children, young people, adults, and families in Newham.

About the role

As CEO, you will drive our vision, ensuring our charity remains a hub of support, early intervention and innovation for the Newham community. You will lead a committed team of staff and volunteers, champion inclusivity, and oversee the development of new and existing programs that meet the evolving needs of children and young people in Newham. You will be the public face of the charity, building strategic partnerships and representing our work to stakeholders, funders, and the public.

As an accomplished leader, you will guide the next phase of the charity's strategic development while ensuring operational excellence. This includes overseeing governance, financial sustainability, and the efficient management of our community centres and facilities. With a deep commitment to safeguarding, you will implement practices that protect children, and young people, across all aspects of our work.

Role description: CEO

Key Information

Job Title:	CEO
Salary:	Up to £80,000 p.a. depending on experience
Reports to:	Chair of the Board
Direct reports:	5 Managers
Contract:	Full-time (would consider 4 days with pro-rated salary)
Location:	Hybrid, with at least 3 days in the office at Aston-Mansfield Community Centre (AMCC), 1 Toronto Avenue, London E12 5JF
Benefits	25 days annual leave plus the time between Christmas and New Year and other public holidays, 5% pension contribution, flexible working arrangements

Overall Purpose

Aston-Mansfield (AM) and the Aston-Mansfield Charitable Trust (AMCT) are sister charities based in Newham, East London, with shared origins in 19th-century philanthropic foundations. Aston-Mansfield focuses on delivering services to children, young people, and families, and supports other not-for-profit organizations with resources, expertise, and training. AMCT manages an endowment, including investments and property holdings, which funds significant grants to Aston-Mansfield to support its work on core operations including strategic development, marketing and communications, fundraising, financial management and volunteer development.

The new CEO will lead Aston-Mansfield and work closely with the AMCT to ensure alignment and shared impact in their mission to support disadvantaged communities in Newham.

Key Responsibilities

- **Strategic Leadership:** Provide visionary and person-centred leadership, ensuring our mission and values are at the heart of everything we do.
- **Fundraising and Sustainability:** Develop a robust innovative fundraising strategy, lead successful fundraising initiatives and ensure the financial sustainability of the charity.
- **Public and Strategic Partnerships:** Act as a dynamic public-facing representative, building relationships with stakeholders, funders, and community partners.
- **Community Engagement:** Strengthen our role as a community-focused organization, ensuring our programs and services are responsive to local needs.
- **Safeguarding:** Uphold the highest standards of safeguarding for children, young people, and adults, embedding robust policies and practices across the organisation.
- **Organisational Culture:** Foster an inclusive, supportive, and accessible culture that prioritises staff wellbeing, growth, and development.
- **Team Development:** Oversee the recruitment, management and development of all Aston-Mansfield staff, volunteers, and Board Members.
- **Program Development:** Working closely with Service Managers, to support the innovation and expansion of our services, creating impactful programs for children and young people that address unmet needs.
- **Facility Management:** Oversee the effective management of our community facilities, ensuring they remain welcoming and fit for purpose.
- **Operational Excellence:** Monitor and evaluate the charity's impact, using data to inform continuous improvement.
- **Governance and Accountability:** In collaboration with the Chair, ensure that the Board of Trustees can effectively fulfil its functions by providing timely information and advice, setting relevant agenda items and facilitating appropriate training and support.

Person specification

Essential

- **Leadership.** Senior leadership experience in leading voluntary and/or community-facing organisations with a person-centred approach. This may be as a CEO of a similar-sized organisation, or a Deputy CEO or COO in a larger organisation.
- **Strategic vision.** The ability to think big, develop partnerships, and position the charity as a key player in the sector. Track record in producing and implementing, relevant, effective multiyear strategic plans.
- **Fundraising, network and partnership development.** Significant experience of and track record in, securing major funding streams from a variety of sources. Strong relationship-building skills with a proven track record of cultivating and maintaining partnerships with funders. Established network of relationships within the nonprofit, philanthropy or community sector.
- **Strong interpersonal skills.** A natural and authentic communicator with the ability and passion to inspire, motivate and develop people towards a joint vision. Confident public speaker.
- **Safeguarding expertise.** A deep understanding of safeguarding practices for children, young people, and adults.
- **Commitment to inclusive practice.** A passion for creating an accessible and inclusive environment for staff, service users, and partners.
- **Innovative programme development.** Experience in designing and delivering impactful services for children and young people, preferably in community settings.
- **Financial Management.** Experience of overseeing budgets, financial planning, and ensuring the financial sustainability of the organisation.

Ability to report clear financial performance to Boards and stakeholders
- **Solutions-focused mindset.** A proactive and resilient approach to leadership, with the ability to navigate complex challenges creatively and collaboratively.

Desirable

- **Property management.** Improve the financial sustainability of Aston Mansfield by improving property utilisation, financial management and cost control of existing property assets.
- **Governance and compliance.** Experience working with Boards and ensuring alignment with regulatory requirements.
- **Investment management.** Experience in overseeing investment portfolios for non-profits or an understanding of investment strategies, asset management, and financial oversight within the charitable sector.



How to apply

[Eastside People](#) is supporting Aston-Mansfield in the recruitment of this role. Click [here](#) to apply by submitting your CV and a cover letter. Please use the cover letter as an opportunity to add to the information you have shared in your CV, and ensure that you cover the following (max 2 pages):

- Why are you interested in this CEO role at Aston-Mansfield and how is the position a good fit for your skills and approach?
- How would you select, expand and develop the most effective sustainable partnerships for a community-focused charity?
- What approach would you take to develop an operationally strong staff team to enhance and grow their strategic leadership skill set?
- Key experience/knowledge concerning the other essential skills and experience specified in the job description and person specification.

The closing date for applications is Fri 28th March 2025, and interviews with Eastside People will take place the week after. Interviews with Aston-Mansfield will be held on either Monday 28 April or Tuesday 29 April at the Aston Mansfield Community Centre where you will be given a tour of the Centre, meet the senior management team and have an interview with the Chair, Vice Chair and Interim CEO. As part of this process, you will be asked to give a short presentation the subject of which will be confirmed at the shortlist stage.

If you would like a call to discuss the role in more detail, please email Paul Venning to arrange a convenient time at p.venning@eastsidepeople.org. Having a call of this kind will not influence the success or otherwise of your application.

We want you to have every opportunity to demonstrate your skills, ability, and potential. We are happy to discuss any assistance or adjustments to make the application process work for you.

Newham is a place of opportunity and rich diversity and a key focus for Aston-Mansfield is to develop an organisation that is inclusive for all. We do not claim to be experts in this, but we are committed to continuous learning and improvement in these areas and invite you to join us on this journey.

And finally, we understand AI can be a helpful tool, but please use it with caution and ensure your application is personalised and accurate.



Eastside People

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