

In Kind Direct

# APPOINTMENT OF CHIEF EXECUTIVE

May 2024



# A MESSAGE FROM THE CHAIR

Thank you for your interest in the role of Chief Executive Officer of In Kind Direct (IKD) and In Kind Direct International (IKDI).

IKD is a charity founded by HM King Charles III and over the past 27 years, the organisation has distributed over £350m worth of goods, diverting 37,500 tonnes of products from waste and supported over 15,000 charities. Through this network of charities we help 445,000 people every week, saving each charity on average £6,000 that enables them to put more funds towards their front-line services. We are a growing, innovative organisation with ambitious goals to triple our impact by 2025 and reach over 650,000 people every week through a network of over 7,500 charities.

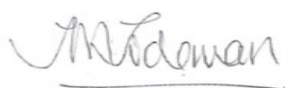
Sadly, poverty is deepening in the UK and the need for IKD as a practical response to alleviating immediate needs is much in demand as much as our role is pushing for systemic change. 1 in 5 people in the UK are living in poverty (JRF) and our recent charity network survey highlighted that 85% of organisations have seen an increased need for their services. We know that more people are turning to charities for support as they make tough financial choices.

IKD coined the phrase, and leads the campaign across the UK to tackle, hygiene poverty – an often unseen challenge as people stop purchasing laundry, toiletry and sanitary products as they have to heat their homes and put food on the table. Our groundbreaking research mapped the systems behind hygiene poverty and outlines a roadmap to change. We hear from our network of the impact that these choices make on people's confidence, self-worth and mental well-being.

This year, we are continuing our work to alleviate immediate need through our committed corporate partnerships and campaigns approach that realise essential product donations, while at the same time amplify the voice of our network as we continue to reduce shame and stigma and create momentum for change.

Demand for the services of our established international network (France and Germany) are also growing with over €914,899,226 of essential goods to date being donated to those in need. Our international model is evolving as we seek to build on our core members via a wider alliance that will see learnings and best practice shared beyond a licensing approach.

We are now looking for our next CEO, who can lead the development of our new strategy that will see us celebrate our 30th anniversary, look to 2030 and beyond, both here in the UK and internationally. His Majesty's vision and passion for helping people, reducing 'waste' and protecting the environment has never been more relevant. We want to meet potential CEO's who passionately share this vision and are eager to promote it. You will possess the skills to engage corporates, funders, sector partners and, most importantly, our charity network and the people they serve.

A handwritten signature in cursive script that reads "Teresa Tideman".

**Teresa Tideman**

Chair, In Kind Direct and In Kind Direct International

# ABOUT IN KIND DIRECT



## Our purpose

Creating powerful partnerships, enabling more communities to thrive.

## Our belief

Everyone deserves access to life's essentials, and no usable product should go to waste. Product giving is a practical way to address the widening gap in need across society.

## What we do

We distribute products including personal hygiene, household, clothes, toys and technology, donated by manufacturers and retailers, to charities, community groups, food banks and schools across the UK. By the end of 2023, we were supporting 445,000 people each week.

In 2023, we unlocked over £26m in savings into the voluntary sector. This helps charitable organisations meet the increasing need in their communities, at a time when their own resources were stretched.

## Our role

We are a practical response to the widening gap in society. We help meet today's need and use our insights to reduce tomorrow's. 2024 is the fourth year of our ambitious five-year strategy to triple our impact by 2025. We will do this by:

- Continuing our 27-year history of distributing products to people that need them today
- Connecting charities, companies and other organisations to find new solutions
- Building a strong evidence base of real-time local insight
- Amplifying the voice of local organisations and advocating for change on behalf of communities
- Delivering targeted projects that meet the needs of those we exist to serve

# OUR 2023 IMPACT

In 2023 we worked with 133 corporate partners to distribute essential products with a value of £29m, including:

**3.4M M**

period products, enabling 171,580 periods with dignity

**1 M**

laundry products, enough to support over 210,970 families for a month

**845,000**

nappies. That's a week's supply for over 15,090 happy babies

We continued our focus on hygiene poverty in 2023. We conducted new research, launched our 'Not a Choice' awareness campaign, increased awareness of hygiene poverty via billboards across the UK, and started an innovative new partnership with manufacturers and retailers to help tackle hygiene poverty.

We know change can't be achieved alone. We used our insights to support sector campaigns on the big issues underlying hygiene poverty and responded to government consultations to advocate that hygiene poverty is addressed across areas like health, social care, and cost-of-living support.

Please read our full Impact Report [here](#).

## IMPACT SNAPSHOT

**£26 M**

savings unlocked for the charitable sector

**445,000**

people supported each week

**5,700**

charitable organisations supported



"In Kind Direct has been an absolute lifeline for our service. The difference between us being able to supply certain items and not. Thank you."

- Calderdale Lighthouse, Halifax

# OUR TEAM AND CULTURE

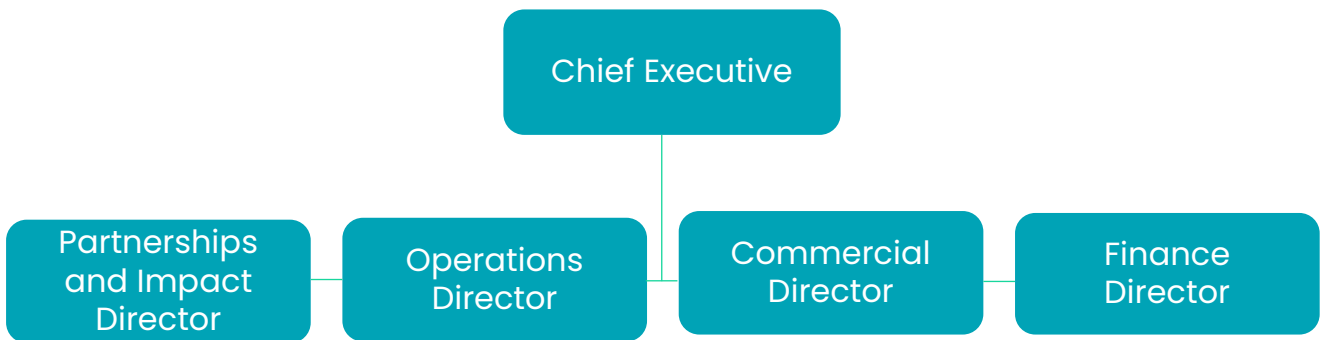


IKD is run by a dedicated team of 35 staff with outsourced logistics and finance partnerships based in London and Telford. The organisation is overseen by a Board of 13 Trustees.

The CEO and senior leadership team work hard to create a truly inclusive culture, where colleagues enable and support each other, and help ensure that, together, we are providing an outstanding level of service and support to our

charity and corporate partners, and wider network of stakeholders. Feedback from colleagues and external partners gives us confidence that we have created an engaged and passionate team; it is important that IKD's culture supports our determination to amplify the voice of local organisations and the communities we serve.

## Leadership team structure



# FINANCIALLY STRONG

We are in the fourth year of a five-year growth strategy and in a stable financial position as we respond to many external factors such as inflation, funding challenges and the needs of those we serve.

Since 2020, cash income from all streams has grown by almost 30%, and we are on track to generate £4.7m this year. This has enabled significant investment across our facilities, systems, websites, and growing the team. Through our work distributing donated

essential products, last year we unlocked savings of £26m for over 5,700 local charitable organisations. Our social return on investment exceeds £10 for every £1 we spend.

Opportunities for growth, particularly in philanthropic income and managed services are ready to be realised, and income growth has been accompanied by strong cost control, driven by an internal culture of continual improvement and innovation.

# OUR VALUES

IKD is committed to all aspects of Equality, Equity, Diversity and Inclusion (EEDI), and we seek to create an environment where everyone can thrive. Our organisational values are:

## Kindness

It's in our name. We are compassionate and always working for the greatest good to increase equity and justice.

## Integrity

How things are done is as impactful as what is done. We are open, accountable, and transparent and always strive to do the right thing.

## Togetherness

Positive change in society is not the job of one individual, group, or organisation. Our impact is greatest when we collaborate, act as one and all move forward together.

## Innovation

Just as our founder challenged the status quo, we are always looking to evolve and improve. Our curiosity, creativity and resilience enable us to think big and adapt at pace.



# ABOUT THE ROLE



The Chief Executive leads IKD and IKDI and works closely with the Board of Trustees, Leadership Team and wider team in delivering our purpose, strategic objectives, operational plans and living our values. You will represent IKD with corporate partners, funders, the charity sector, government, media and, most importantly, our charity network and those we are here to serve.

Our next Chief Executive will require a range of skills and experience. Above all, you must demonstrate a deep commitment to, and ability to role model, IKD's values and purpose, to enable every community to thrive.

This is an excellent opportunity for a rounded, entrepreneurial, inspiring and credible leader with a combination of strong commercial skills, highly developed interpersonal skills and external networking/relationship building skills at the most senior level.

## What we will expect you to achieve:

- Leading in a way that enables a high-performing, values-based culture as a source of inspiration and motivation to the team
- Building strong relationships across the charity sector, with our corporate partners and supporters
- Building on our impressive track record and achievement across commercial, operations, partnerships and impact
- Developing, and delivering, our next chapter of significant growth in impact, income and influence, alongside the Board and Leadership Team in line with our purpose
- Ensuring that IKD's resources are effectively and efficiently managed with strong financial and organisational accountability and transparency in line with our ESG approach



# MAIN RESPONSIBILITIES

## 1. Governance and strategy

- Lead delivery of IKD and IKDI's 2025 strategy and develop the next strategic plan, with the Board and Leadership Team
- Responsible for good governance of IKD and IKDI, ensuring best practice is implemented, taking into account our approach to sustainability and our values
- Ensure both charities are financially sound and operate efficiently and effectively with the support of clear, communicated policies and robust business processes
- Work effectively with the Board, building strong relationships and providing them with sufficient information and opportunities to engage
- Lead the preparation of quarterly Board meetings, including robust financial management and risk mitigation strategies, ensuring compliance with all relevant legal frameworks including The Charity Commission and GDPR
- Responsible for developing, managing and allocating all of IKD's resources to ensure efficiency and drive impact
- Responsible, with the Chair, for managing engagement with our Founding Patron, HM King Charles III

## 2. Operational planning and delivery

- Lead team to develop, and deliver, operational plans in line with strategic objectives and monitor progress and priorities, using data to celebrate and adapt through regular reviews
- Oversee development of commercial strategy that engages corporate donors and delivers products needed by our network and builds trading revenue
- Oversee the development of fundraising strategy, mobilising an extensive, established network of supporters, as well as seeking new sources of support across a range of income streams
- Ensure IKD has the best fit for purpose systems, logistics operations and strong outsourced partnerships in place to support our future growth
- Build data-driven systems and reporting into all activities to enhance delivery, forecasting and decision making
- Drive innovation via systems improvements and seek ways to enhance delivery via systems developments





# MAIN RESPONSIBILITIES

## 3. Raising awareness and building engagement

- External ambassador for IKD, engaging cross-sector partners in IKD's work, research and impact. Identify and nurture new collaborations and relationships that deliver on our strategic objectives
- Understand the needs of our charity network and corporate partners, to identify and build partnerships that deliver our purpose and impact
- Contribute proactively to civil society discussions and challenges that our charity network are facing, particularly hygiene poverty, children's right to play, getting people online and continue the organisation's growing advocacy efforts
- Determine and engage with other cross-sector partners, to bring our insights to bear to drive systemic change

## 4. Developing our people

- Continue to inspire, and motivate, the team and develop a high-performance culture that celebrates the passion and proactivity of our people and promotes diversity and inclusion
- Responsible for the people plan for IKD/IKDI, including developing activities based on our values that support the team's wellbeing and development through great performance management
- Retain, attract and develop future leadership within the organisation



# PERSON SPECIFICATION

IKD seeks to challenge discrimination and we are committed to our values of kindness, togetherness, integrity, and innovation.

We are on an organisational journey to achieving our Equality, Equity, Diversity and Inclusion vision and welcome any questions about our progress and aspirations.

We especially welcome applications from anyone with lived experience of being on low income or working with smaller charitable organisations. We will meet all reasonable expenses and will support anyone invited to interview to be able to participate.

## To succeed in this role, you will have the following experience and skills:

- Strategic leadership experience as CEO/senior leader of an organisation delivering impact, with a track record of effective strategic planning, decision making, risk management and financial rigour
- Strong commercial skills and business acumen to understand e-commerce business, corporate sustainability strategy; drive income growth and propositions for long term corporate partnerships; and drive innovation
- Stakeholder management experience required to inspire a range of stakeholders at the most senior level
- Storytelling capability to share our purpose both externally and internally, with strong communication skills across a wide range of audiences, including the media
- Excellent people management experience, with the ability to coach and support teams to deliver organisational objectives and allow high-performing teams to thrive
- Charitable/third sector understanding and experience would be desirable

## To succeed in this role, you will have the following aptitudes and values:

- Capacity for building and developing strong collaborative relationships, both internally and externally, to maximise business opportunities and resolve issues
- Demonstrable commitment to equal opportunities and anti-discriminatory practice, diversity and inclusion
- Embody our values of kindness, togetherness, integrity and innovation



# TERMS OF APPOINTMENT

**Location:** London

**Salary:** circa £130,000

Benefits include:

- **Annual leave:** Annual allowance starts at 28 days, plus 3 additional days between Christmas and New Year.
- **Pension:** 10% employer contribution. Salary sacrifice option and new starter pension advice and support.

Our team receives excellent training and development, and other staff benefits include life insurance, medical cover, Cycle to Work scheme, and volunteering days.

We are an equal opportunities employer and support our team to succeed in their roles through training, adaptations, flexibility in working, and a range of policies to support people in their personal, family and care responsibilities.

We have just been recognised and accredited as a Great Place to Work.

## PROCESS

**Tuesday 11<sup>th</sup> – Friday 14<sup>th</sup> June**

**Monday 17<sup>th</sup> June**

**Wednesday 19<sup>th</sup> June**

**Friday 21<sup>st</sup> June**

**w/c 24<sup>th</sup> June & w/c 1<sup>st</sup> July**

**Monday 8<sup>th</sup> July**

Saxton Bampfylde's screening interviews for longlisted candidates will take place.

Shortlisted candidates will be informed.

One to one conversations for shortlisted candidates with the Chair will take place virtually.

First round panel interviews for shortlisted candidates will take place in person in London.

A final shortlist of candidates to participate in discussions with a small group of staff and Trustees.

Final round panel interviews will take place in person in London.



## HOW TO APPLY

**Saxton Bampfylde Ltd is acting as an employment agency advisor to IKD on this appointment.**

Candidates should apply for this role through our website at [www.saxbam.com/appointments](http://www.saxbam.com/appointments) using code **KBOJA**.

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 **09:00 on Friday 7<sup>th</sup> June 2024**.

- *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.



Saxton Bampfylde