











We don't want an ordinary CEO ...

... because we're not an ordinary charity

Jeans for Genes® has been raising money since 1991. We are the UK's largest fundraising campaign for people with genetic disorders. In May 2021 we became a registered charity. The transformation won't stop there as we explore future opportunities and plans. As our first permanent CEO you'll lead our start-up and growth, taking Jeans for Genes into a new and exciting phase. We're looking for someone who:

-  Has the drive and start-up experience to create and test out a new operating model and organisational approach to deliver our ambitious vision.
-  Is a CEO or is ready to move up to their first CEO role and can bring a fresh, dynamic approach to charity leadership and management.
-  Has extensive knowledge of the social good sector and best practice, but can think beyond the status quo to create and deliver ground-breaking concepts and plans
-  Is a visionary and strategist, also able roll up your sleeves to support the team and their work when necessary
-  Is a consummate networker, able to connect people from all walks of life to Jeans for Genes to contribute and make a difference to the lives of people with genetic disorders
-  A digital native. Someone who is not only digitally competent, but can lead Jeans for Genes so that we thrive in the technological ecosystem and put technology at the heart of our growth and innovation
-  Is an experienced income generator with a track record in running successful blended, innovative campaigns across all channels and multiple audiences.
-  Is people focused. We want people to enjoy working with us, connecting with us and thriving with us. Building an empowered, talented workforce is important to us. It should be important to you too.

This is an extraordinary opportunity to shape and grow a new charity with an important mission. It's not for the faint hearted because you'll be setting up governance systems, formulating financial strategies and setting the future vision. We want you to test new approaches that bigger organisations struggle to deploy. That's why we're looking for an extraordinary leader with a combination of entrepreneurial spirit, experience of building and leading teams, strategic insight and commercial awareness.

If this sounds like you, and you think you could lead the Jeans for Genes Charity into its next new phase and exciting future, read on.

Jeans for Genes Campaign

Wear Jeans Change Lives



What a Difference You'll Make!

A game-changing Things to Do List.



You'll hit the ground running in this role, because there's no time to waste as you get to work. From setting the vision and designing the organisational operating model, to meeting the community groups and charities supporting people with genetic disorders, you'll work across all aspects of this small but mighty charity.

You will arrive just in time to review and reinvigorate the 2022 Jeans for Genes Campaign, testing and introducing new ideas, and finding out about our supporters, and how to reach out and engage them.

Responsibilities

Create the Plan – Together with our new Board, develop goals for the next 3-5 years underpinned by a business plan.

Measure the difference we make - Monitor impact and key indicators of the organisation's performance

Raise Money - Oversee a multi-year, Jeans for Genes® campaign to deliver growth and innovation

Lead - Provide direction and leadership. Bringing an authentic approach to charity leadership.

Financial Responsibility - Manage finances within an agreed budget and in line with a financial strategy agreed by the Board.

Collaborate – Whether that's working to support our grant recipients or with our parent charity [The CGD Society](#), we can all achieve more by working together for a collaborative advantage.

Build on our Brand - Test and analyse the feasibility of innovative, income generation, marketing and PR initiatives

Keep us compliant - Ensure regulatory compliance, and the administrative activities of the charity are carried out effectively and accurately

Amplify Voices - Ensure the voice of the people we are here to serve and support are heard and taken into account.

Inclusion and fairness - Develop a culture in line with the charity's values, which is inclusive and focuses on the needs of those it serves and other customers and stakeholders.

Advocate and Ambassador - Represent the organisation to the media, external events and other parties.

Reporting and Governance - Report information and feedback to the board of trustees and oversight committee as required.



About You.

We've already said that we're looking for an extraordinary CEO. If you're still reading, the chances are that might be you. So, you might want a bit more detail about skills and experience required for this role:

Essential:

Leadership - Experience of holding a senior role in another charity or socially focussed organisation, and the ability to lead a small, diverse team. You don't have to have CEO experience, but you will need to understand what makes a good leader and want to set a high standard.

Fundraising - Good understanding and proven experience in a broad spectrum of fundraising initiatives and an appetite to experiment and test new ways of generating income.

Financial Management - Excellent understanding of financial planning and budget management

Start up or Scale up - Experience of starting or growing the impact and achievements of an organisation, and courage to take the next step and manage risks when the outcome isn't clear.

Operationalising strategies – Ability to bring plans to life and deliver them with efficiency and innovation. Prepared to try new ways of working and an aspiration to become a sector leader in organisational design and development.

Communication - Excellent communications and engagement skills, whether in person, digitally, in writing or via a screen

People - Knowledge of HR and people policies and best practice. Kind, inclusive and respectful. Able to get the very best from staff, volunteers, and stakeholders.

Compliance - Ability to develop and deploy company policies and procedures

Engagement - Understanding of PR and marketing strategies including analysis of digital and social media data

Governance - Knowledge of UK company and charity governance requirements

Desirable:

Healthcare - Educational or healthcare sector experience

Genetic Conditions - Experience or knowledge of a rare genetic condition would be advantageous.

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About Us.

Our Mission

To improve the lives of all those affected by genetic disorders in the UK through improving services, education and research.

To make impactful, life changing grants across the UK genetic disorder community, through bespoke & thoughtful funding & programmes - as individual as the issues

Our Values

A world which recognises, celebrates and protects uniqueness

What We Do

The annual Jeans for Genes® campaign raises money for charities supporting people affected by genetic disorders and has been run in some form every year since 1992.

Supporters are encouraged to wear Jeans at their school or place of work instead of their usual attire and pay a donation to the campaign for the privilege. This simple act has raised over £45 million since inception and the profits are distributed to the trademark owner, the CGD Society, and numerous small specialist charities in the form of grants.

The campaign has been managed and sponsored by different partner charities during its time including Great Ormond Street Hospital, MPS and most recently by Genetic Disorders UK (now Gene People).

The campaign has always been well supported by schools of all age groups and even during the Covid-19 pandemic, school pupils have still been the largest donor group.

Our Code of Conduct

Behaviours are important to us, so these requirements are non-negotiable.

- Act within the governing document and the law – being aware of the contents of the Charity's governing document, its agreements with the CGD Society and the law as it applies to Jeans for Genes Campaign.
- Act in an open and transparent way with relevant persons in relation to the provision of fund-raising services.
- Act in the best interest of Jeans for Genes Campaign as a whole – considering what is best for the charity and its beneficiaries and avoiding bringing Jeans for Genes Campaign into disrepute.
- Have a sound and up-to-date knowledge of Jeans for Genes Campaign and its environment – understanding how Jeans for Genes Campaign works and the environment within which it operates.
- Work considerately and respectfully with all – respecting diversity, different roles and boundaries, and avoiding giving offence

Jeans for Genes Campaign

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What Next?

If this sounds like the opportunity for you, here are a few more details about the role and how to apply.

Location

We don't have an office, so you'll be working from home. As long as you have broadband, we can be very flexible about location. You will need to travel to central London for team meetings and Board meetings for time to time.

Hours

We're flexible about hours too. We think that 4 days per week would work well, but we are happy to negotiate.

Salary

The Salary for this role will be between £50,000 and £60,000 (FTE) with an excellent pension package.

How to Apply

Email us at recruitment@jeansforgenes.org and include the following:

- A detailed CV setting out your career history, with responsibilities and achievements.
- A covering letter highlighting your suitability and how you meet the skills and experience for the role as well as the person specification.

Time frame

We aim to welcome our new CEO to the Jeans for Genes Campaign by January 2022.

Commitment to Diversity & Inclusion

We welcome applications from anyone regardless of their age, experience, disability, ethnicity, heritage, sexuality, gender and socio-economic background.

We are delighted that you considered applying for this role. If you would like to support the Jeans for Genes Campaign please visit our website and sign up today.

<https://www.jeansforgenes.org/download-fundraising-pack>



Thank You.