



SHERRINGTON  
*associates*

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# Recruitment Pack

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Chief Executive Officer

Certified



Corporation

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## \*Confidentiality

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# Message from the Chair

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## Welcome

Thank you for your interest in the role of Chief Executive Officer with Cheshire Connect.

Cheshire Connect is on a journey of change, as we seek to continue to create a positive future both for the charity and the vulnerable communities we support. The not-for-profit sector is operating in a very challenging and changing landscape and there is an increasing need for our services. With this in mind, we are offering this role within this successful charity to secure a sustainable future for the charity and take an innovative approach to service delivery.

The appointment of a new CEO will mean that as well as bringing important skills and knowledge we can further strengthen our important relationships with Cheshire charities, businesses, and key stakeholders. If you believe that you can make a positive contribution to Cheshire Connect at this exciting and equally challenging time, we would very much like to hear from you. The information provided in this pack will give you more details about how to apply but if you have any questions please do get in touch with Rob McKay (Trustee) via the contact details at the end of the pack.

Kind Regards,

**David Briggs**  
Chair

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# Charity Profile

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## Cheshire Connect

### **Our Purpose**

Cheshire Connect is a registered charity base in Cheshire which was established over 11 years ago by the former Lord Lieutenant, David Briggs. We match business skills offered by businesses or expert individuals, free of charge, to charities that need those skills to make them sustainable, more resilient and reach more people. We also provide leadership development training to charity leaders and aspiring leaders to improve skills and retain talented charity workers in the sector.

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### **What we do**

We work with charities across Cheshire, Warrington and Halton to identify their business needs and then secure those skills, offered for free, from the business community. Required skills can be legal, HR, IT, finance, marketing and communications, leadership, mentoring, finding trustees, managing resources, facility management and strategy development etc

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### **How we do it**

We have a small team of business connectors who are knowledgeable about their geographical areas and who build close relationships with the business and charity sectors to make meaningful connections. The benefits of the skills matching service to the charities is to bring business expertise to the charities that they would not normally be able to access and to provide CSR opportunities to businesses and staff development opportunities.

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## How we measure our success

It is vital that we make a real difference to charities to enable them to be effective, efficient and reach more people. We measure the impact of each of the 250 or so skills matches each year not only in the value of matches and number of hours of skilled expertise but also the tangible difference these matches make to the skills development, confidence and governance of the charities and their staff and subsequently, their clients and communities.

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## Our Values

Our core values framework was designed in consultation with staff and trustees. This framework encompasses the way we work and our strong commitment to doing our very best for the charities we support:

- *Collaboration*
- *Understanding*
- *Passion*

These values underpin all the work of Cheshire Connect.

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## Governance Structure

Cheshire Connect's current Board of Trustees comprises the Chairman, David Briggs and three trustees

- Rob McKay – Founder & Managing Director, Sherrington Associates
- Clive Sykes – Founder, Sykes Cottages (Retired)
- Kate Francis – Business Development & Relationship Manager, Citizens Advice Bureau

They meet every three months.

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## Staff Structure

The charity is a small charity with three business connectors, external admin support and a Chief Executive Office. Each Business Connector has their own operating area:

- Cheshire West
  - Cheshire East
  - Warrington and Halton
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# Role Profile

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## Chief Executive Officer

**Cheshire Connect Chief Executive Officer – 2 Days per Week**

**Location: Cheshire West and Chester - Home Based**

**Salary: £62,500 pa (pro rata)**

### **Introduction**

Cheshire Connect is a registered charity that is passionate about building stronger communities by matching skills donated by local business people with charities and other voluntary organisations who will benefit from those skills. The role of Chief Executive (CEO) requires a strong understanding of business principles, a good knowledge of the local community and a passion to make a positive difference.

This role is a key leadership role and requires demonstrable leadership capability. Cheshire Connect continues to grow and is now placing more than £900,000 worth of skills and resource into the sector across Cheshire and Warrington. Cheshire Connect is also a key driver in leadership development within the sector. Over the past four years, Cheshire Connect Leadership Programmes has certificated over seventy charity and not for profit leaders following successful completion of substantial leadership development training.

As the CEO you will be required to work closely in the Cheshire and Warrington areas with charities and other organisations within the voluntary sector that may benefit from skills exchange opportunities through Cheshire Connect. This role will involve building relationships, gaining trust and encouraging charities to 'open up' to you so that as a Cheshire Connect team, you can identify the areas where the introduction of business skills will provide maximum reward.

Leadership of the four employees is crucial to ensure the charity continues its journey of making a difference across the sector. We positively encourage collaboration and sharing of best practice both within the charity and across the sector. You will lead the team of Business Connectors both through regular team meetings and ad hoc informal communications and always be available to support outside the contracted hours. You will report regularly to Cheshire Connect's Chair and Board and your outcomes will be measured against a set of meaningful criteria.

Cheshire Connect require a CEO with a genuine commitment to improving the lives of people in Cheshire, a desire for service excellence and an understanding of the challenges we face in delivering our vision backed by strategic thinking, communication and team working skills. If you believe this is you, please take the time to read on...





# Candidate Profile

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As a Cheshire Connect CEO you will be working with the team to ensure the charity goes from strength to strength. You will need to be ambitious and have the ability to 'think outside the box' so that you can further develop new ways of developing the status of Cheshire Connect across the communities we support.

Cheshire Connect is a registered charity and passionate about making a difference in the community. As Cheshire Connect's CEO, you will represent the values of the organisation which are:

- **Collaboration** – working effectively in partnership with businesses, charities and key stakeholders to develop stronger communities together.
- **Understanding** – we build knowledge of our local communities and strong relationships to clearly understand how we can best direct our resources.
- **Passion** - we are passionate about stimulating lasting change and stronger communities.

Everything we do at Cheshire Connect is based on our values. We are working closely with multiple partners including Businesses, Charities, CVAs, Local Government, Cheshire Constabulary, the Church and local charitable trusts. All these partners are key stakeholders in Cheshire and effective collaboration and community engagement is essential to our our work.

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## Skills Required

### **Communication Skills**

You will be required to present Cheshire Connect to various groups of people at strategic events, networking events, hub days, and charity and business meetings. You will be able to communicate and articulate to senior executives and individuals within the everyday role as the CEO.

### **Good Organisation**

As CEO you will need to organise your time and manage multiple connections and work streams. You will be a highly organised person who will pride themselves on being an example to the rest of the Cheshire Connect team.

### **Funding Advocator**

As CEO you will be responsible for the funding of the charity. You will bring good networks to the role and have the ability to develop a diverse strategy of funding streams based on relationships and outstanding performance. Ideally you will have demonstrable fundraising or income generation experience and will be able to show how you have developed funding streams on other roles.

### **Financial**

As CEO you will be responsible for all aspects of accounting and financial procedures. You will maintain active accounts that are reported to the Board and will manage the financial interests of the charity. Liaising with outside stakeholders is key to managing the financial risk across the charity. You will liaise with accountants, payroll, HR, Legal and be responsible for the financial stability of the charity.

### **Flexible**

Cheshire Connect has a small team that must remain flexible at all times. You will be prepared to support the team where needed and adapt the changing needs of the role.

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## Leadership Experience

The successful CEO candidate will need to demonstrate experience and understanding in the following areas:

- **Strategic Development:** Working with the board to devise winning long-term strategic plans
- **Fundraising:** The role is responsible for building donor relations to grow income levels with HNW individuals, trusts and corporate partners. The successful candidate will require experience of fundraising in a charity environment or experience of building revenues within a private sector environment with parallels to Cheshire Connect's operational environment.
- **Corporate Partnerships:** Has initiated and developed effective long-term collaborative partnerships with corporate businesses and can demonstrate an understanding of what it requires to engage with and collaborate with corporate level organisations to help them maximise social impact.
- **Leadership:** Experience of leading a small, purposeful organisation with a focus on driving value for local communities.
- **Team Management:** Has managed small teams of purposeful people, ideally with similar values to the Cheshire Connect team.
- **Third Sector Background:** Either leading one, or working closely with or supporting a charity or similar non-profit organisation (eg: in a Trustee / advisory / fundraising capacity)

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## Key Attributes

The successful CEO candidate will need to demonstrate leadership competencies in the following areas:

- A natural leader
- Creative
- Productive
- Tenacious
- Ambitious
- Values-led
- Solutions- focused
- Integrity
- Financial acumen
- Commercially astute





# What Our Charities Say

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*"We have had a relationship with Cheshire Connect for a few years, but over the last two years that relationship has become extremely important.*

*As a small charity we don't have the capacity in funding to have Marketing Professionals and Cyber Professionals on our staff. We had a particular challenge with regards to an online blog that could possibly put the vulnerable people we support at risk.*

*Unsure of how to deal with it safely, I called Cheshire Connect, detailing the issue and they had any skill donors that could possibly give me some advice. Within 30mins of the phone call, the business connector had spoken to an amazing lady, who was actually on a walking trip up a mountain and was prepared to speak with me straight away.*

*Within one hour I had all of the information needed and was signposted to an external agency who acts as an intermediary between Social Media Channels and Charities. Having that expertise on hand to call on, even if it is just a quick call of reassurance is invaluable to charities that work on limited budgets and skeleton staffing."*

**Dee Tuttle, PR & Communications Officer – Save the Family**

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*"I am always so grateful for the service and support from Cheshire Connect. Over the years we have been introduced to a series of fabulous skill donors. All the skill donors have been experts in their field, they know their stuff and evidently on top of the game; we feel privileged they offer to share their skills for a small charity like ours. The support we received from John has been another perfect match and we were able to swiftly hand over our documents, without stress or fuss, so we can keep our focus on delivering our services knowing we have an expert helping to ensure our accounts are in good order."*

**Peter Buckingham, Chair – Survive Abuse**

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# Terms & Conditions

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## Salary

The role of CEO will command up to £62,500 per annum (depending on experience), payable pro-rata for two days per week.

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## Other Benefits

- **Holidays:** 30 days, including statutory holidays (pro-rata)
  - **Pension:** Workplace Pension Scheme
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## Personal Growth

The role of CEO at Cheshire Connect has been hugely fulfilling for those who have been successful in the role. The opportunity to witness first-hand the impact that Cheshire Connect's work has on the charities we support, is something quite special. To see the local community benefitting from our small team's tireless work is truly humbling.

As well as the incredible sense of purpose and pride you'll get from leading our passionate team, you'll enjoy the flexibility to work from home and the excitement of working with some of the most philanthropic and community-spirited companies in the region, as well as some of the most impactful grass-roots charities in the area.

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Thank you to all the Cheshire Connect Team and our amazing skill donors for



Making a difference  
in Cheshire

by working with Cheshire charities to make a real and sustainable difference.



# Selection Process

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## **Applications Closing Deadline: November 2024**

- Selected candidates are asked to email their latest CV to Rob McKay with a short Cover Letter explaining their interest in the role of CEO at Cheshire Connect.
- Shortlisted candidates will then be invited to a face-to-face interview carried out with members of the Cheshire Connect Board of Trustees.
- Shortlisted candidates will be asked to carry out a *BVC Personal Values Assessment*<sup>®</sup> and a *Sherrington 4A Self-Assessment* the results of which will be shared with both Sherrington Associates and the interviewing panel at Cheshire Connect.
- Selected candidates may be invited to a second (final) stage interview to ensure culture fit and to ask any final questions. Details will be discussed at the time.

The successful candidate(s) will be expected to provide both personal and employment references. All candidates will need to provide valid proof of eligibility to work in the UK. Any questions should be directed to the retained search partner (below).

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**Rob McKay – Founder & MD**  
**Sherrington Associates Limited**

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