Chief Executive
Appointment Brief
December 2022

Ashden
Climate Solutions in Action

prospectis
EXECUTIVE SEARCH
Ashden is buzzing with activity, enthusiasm and potential. With a passionate and highly-committed team, and an increasing number of very supportive funders, the opportunity for a new CEO to lead us to even more impact is exciting and unlimited. We are looking for an inspirational, energetic and committed new leader to take us forward on our mission to secure a fair and just low-carbon world.
Since I established Ashden in 2001 we have worked with hundreds of innovative, inspiring and game-changing organisations through our annual awards and programmes, both in the UK and the Global South. All of them are committed to practical, impactful solutions that will deliver a just transition to a low-carbon future.

Ashden has expanded rapidly over the last few years under the leadership of our current CEO, Harriet Lamb. We now boast highly impactful programmes and campaigns that amplify, connect and scale the great work of our award winners. Supporting them and their sectors to deliver long-term change and helping address the climate crisis and secure a just transition as part of our vision for a fairer and better, low-carbon world.

In the UK, we are advocating for policy change to spark a retrofit revolution, make homes energy efficient, create green jobs and cut household bills to tackle the cost of living and energy crises. We’ve also spearheaded the ambitious coalition campaign Let’s Go Zero!, that supports UK schools to commit to become zero-carbon by 2030 and we are working to advise the Department of Education directly as part of it.

On the international stage, through our PowerUp campaign, a coalition of over 50 African organisations, we are calling for adaptation funding to improve green, affordable energy access for millions. That is alongside shining a light on solutions that help people light their homes, cook sustainably and safely (without deadly air pollution), create better livelihoods and improve their food security, their health and their educational prospects.

The last few years have seen the Ashden Awards, which are recognised as the ‘must win’ in our sector, at COP26 in Glasgow and at award ceremonies in Nairobi, London and online. We gave some of our 2022 international winners a further platform at COP27, introducing them to potential funders and bringing their stories to an engaged and influential audience. Our ever growing alumni are also invited to regular investor pitching events giving them direct access to potential investors to help them to scale.

At the start of a new year, the horizon is full of opportunities to increase growth and impact, as Ashden moves into the second year of an exciting three year strategy that focuses on green jobs, skills and livelihoods. This is the focus of all our work in the UK Liveable Cities and International Climate Solution programmes as well as our awards and campaigns.

Funders increasingly recognise that our approach of good storytelling rooted in rigorous research and proven on-the-ground examples, coupled with insightful policy recommendations, are key to unlocking action on climate that is fair and just.

Thank you for your interest in becoming Ashden’s next CEO at what is a very exciting and important time for us.

Sarah Butler-Sloss
Founder and Chair of Trustees
About us.

Ashden’s mission is to accelerate transformative climate solutions and build a more just world.

We champion climate innovators in the UK and around the world through our awards, programmes, communications and policy work, to accelerate a just transition to a more inclusive and regenerative economy. We support proven climate innovation in the UK and developing countries – because on-the-ground solutions will drive the system changes our planet needs. For two decades the Ashden Awards have accelerated the most exciting climate innovators. We find our winners through a rigorous global search, then work with them to scale up their impact and inspire others. The insights of these climate innovators power everything we do.

GOALS

By 2030, through championing climate solutions that boost green skills and decent work, Ashden will have helped accelerate a just and fair transition to a more inclusive and regenerative economy.

2025 Goal 1: Positive and fair climate solutions, with multiple benefits, will be discovered and amplified by Ashden. These boost the green skills and decent work needed to accelerate a just and fair transition.

2025 Goal 2: These transformative climate solutions will be adapted, scaled, accelerated and replicated as Ashden connects with others to encourage investment, knowledge sharing and partnership building.

2025 Goal 3: Ashden will have contributed to policy changes that accelerate a just and fair transition based on the findings from our awards and programmes.

To find out more please visit https://ashden.org/
Our Theory of Change.

DISCOVER
climate solutions that create a just transition

CONNECT
collaborate and partner to accelerate solutions

AMPLIFY
solutions through targeted storytelling and networking

SCALE
solutions by transforming policies, mindsets and environments

We can only create a fairer, better, low-carbon future if we improve diversity in our organisation and work for change in the wider climate sector. A broader range of views and experiences will help us understand the challenges different communities face, and support solutions that work for all.

To achieve our goals we are working with fellow members of the Sainsbury Family Charitable Trust on a common diversity, equity and inclusion policy. In recent years we have taken practical steps such as improving the diversity of our board and awards judging panels, and introducing inclusive recruitment measures. But there is much more to do – so we pledge to continue investing in action, and to monitoring and sharing the results of our efforts.

Our Commitment to Diversity.
Our funders and supporters are passionate about lowering carbon emissions and delivering climate justice. Together we share knowledge, discover new innovation and create impact. Supporting Ashden connects funders to key voices in the climate conversation – from grassroots enterprises to global bodies. The principal source of income is grants and donations received from Trusts, Foundations, government and corporate sponsors.

In 2022 we are forecasting a turnover of £2.9m. We are building our unrestricted reserves year on year and have a fundraising target for 2023 of £3.7m with a healthy pipeline of income.

For a full breakdown of our finances click [here](#).
Role Description.

Job Title: Chief Executive Officer
Salary: £100,000 - £125,000
Location: Ability to be in London office a minimum of 3 days a week
Direct Reports: Director of Communications and People
Director of Programmes
Director of Business Development
Executive Assistant/Operations and HR Manager

Purpose

• To be a dynamic and inspirational leader for Ashden.
• Be a key spokesperson to help raise the profile of Ashden, the Awards and the climate solutions we promote.
• Create and maintain high level and influential relationships, funds and partnerships to help achieve our mission.
• Ensure Ashden is a well governed, managed and funded organisation that has developed and is implementing an effective strategy to achieve its mission.
• Support the effective delivery of the key Programme areas - Awards, Cities, International and Let’s Go Zero – plus Communications and Fundraising.

Benefits

• Annual leave 30 days per year in addition to public and bank holidays.
• Pension contribution 12% of salary.
Key Responsibilities.

**Providing Strategic Direction and Implementing the Plans**

- Lead Ashden in a way that embodies our vision, mission and values and fosters a spirit of teamwork.
- Work with leadership and Trustees to create an organisation with greater impact, and deliver the strategy in line with changing contexts, developing exciting new programmes and fundraising goals as needed to deliver the mission.
- Help raise the profile of Ashden, its Award winners and its mission through speaking opportunities, social media and in the media.
- Develop relationships with key funders and ensure Ashden’s ambitions are fully funded.
- Work on high level policy and partnerships with the relevant Ashden Director, e.g. develop high level partnerships with key programme partners, funders, and relevant bodies to help influence change as well as with local and central Government Departments and Ministers.
- Develop and maintain strategic relationships at national and international level with key influencers and decision makers to promote Ashden’s aims and key messages.

**Facilitating Effective Governance**

- Be accountable to and develop a good working relationship with the Chair and Board of Trustees, and work together to build a diverse Board.
- Provide regular reports to the Trustee board, attending all Board and appropriate Sub-Committee Meetings in particular the Finance & Operations Sub-Committee.
- Ensure good financial and HR systems, procedures and structures are in place, and that Ashden staff are happy and fulfilled with a positive and inclusive team spirit.
- Liaise with SFCT on wider policies and practices and contribute to the SFCT Management Committee, SFCT CEO Committee and wider management.
- Ensure Ashden fulfills its legal, statutory and regulatory responsibilities.
- Maintain awareness of risks and changes in the external environment.

**Leading People and Operations**

- Lead the Executive Management Team (EMT) - line manage and bring out the best in each of the Directors, as well as of the Operations & HR Manager and foster a spirit of teamwork and collaboration.
- Set and approve the overall budget with the EMT while also taking responsibility for the overall governance and administration budget line.
- Work closely with Director of Business Development to develop the fundraising and business development strategies and to maximise fundraising opportunities.
- Operate an open-door policy, fostering an environment of open discussion and sharing of ideas.
- Recognise and support good work and respect everyone’s contribution.

**General Responsibilities**

- Be an ambassador for Ashden.
- Be proactive in keeping up to date with developments affecting the work and maintain and improve personal competence through continuous professional development.
- Be flexible and carry out other associated duties as may arise, develop or be assigned.
- Support and promote diversity and equality of opportunity in the workplace.
- Work collaboratively with others in all aspects of Ashden’s and SFCT’s work and serve on the SFCT senior management grouping.
Person Specification.

Experience and Knowledge

• Experience of impactful strategic leadership and management within a charity, not-for-profit, business or public sector organisation.
• Experience working with the Global South and a strong understanding of matters relevant to the UK.
• Experience of enabling an organisation to develop and grow whilst remaining innovative.
• A good understanding of governance requirements within a charity.
• Experienced at public speaking, media, and representing an organisation externally.
• Experience of successfully developing stakeholder relationships, partnerships and fundraising propositions with a good understanding of finance and budgeting.
• Some knowledge of solutions addressing the climate emergency and fair transition issues.

Skills and Abilities

• Highly collegiate leadership, teambuilding and management skills, able to inspire, empower and motivate.
• Outstanding interpersonal, communication, storytelling and influencing skills.
• Ability to work with all stakeholders to define a clear direction for Ashden and convert that into the delivery of clear plans and budgets.
• Ability to drive both a UK and Global agenda.
• An ability to apply awareness of diversity issues to all areas of work.
• Excellent ambassadorial skills.
• Excellent verbal and written communication skills, able to inspire policy makers that change is possible.

• Ability to maintain and develop good relationships with key funders, win their trust and inspire them, and ensure that Ashden’s ambitious plans are fully funded.
• Ability to maintain and drive a culture based on collaboration, accountability, openness and trust.

Personal Attributes and Other Requirements

• Passionate about social justice, equality and the environment.
• Solutions focused.
• Active and self-led learner who keeps abreast of developments.
• A flexible approach to work.
• Commitment to anti-discriminatory practice and equal opportunities.
• Able to work some evenings, weekends and out-of-hours as needed, and travel within UK, as well as overseas as necessary.
• Right to work in the UK.
How to Apply.

To apply for the role you can either upload your CV together with a supporting statement (of no more than 1000 words) onto the Prospectus website via the link, or you can apply by post to:

Executive Search
Prospectus (Head Office)
20-22 Stukeley Street
Holborn, London
WC2B 5LR

Please ensure that you have included a telephone number, as well as any dates when you will not be available or might have difficulty with the recruitment timetable.

If you wish to apply using an alternative format please contact Prospectus on 020 7691 1920 or email executive.admin@prospect-us.co.uk

Applications via the Prospectus website should be made at:
https://jobs.prospect-us.co.uk/jobs/details/hq00182653

At Prospectus we believe passionately that a truly inclusive workplace leads to increased social impact. We are committed to supporting our clients build more inclusive teams. To understand how we are performing, we ask that you kindly complete the brief equal opportunities questionnaire when you submit your application via our website. Please be assured that your responses are kept confidential, separate from your candidate record, are not part of any application you make, and that the consultants never see individual responses to the questionnaire.

Recruitment Timetable

Deadline for applications:
Monday 23rd January (midnight) 2023

Interviews with Prospectus:
1st-15th February 2023

Interviews with Ashden:
27th -28th February, 2nd-3rd March, 6th-7th March 2023

If you wish to have an informal discussion about the opportunity, please contact our retained advisors Linda Griffiths or Emily Hayman at Prospectus on 020 7691 1920, or email:
Linda.Griffiths@prospect-us.co.uk
Emily.Hayman@prospect-us.co.uk