



EASST Job Description

Director General

Overview of the Organisation

EASST is an independent, UK registered charity dedicated to making a difference in the field of road safety and sustainable mobility. Our mission is to save lives and prevent injuries by making road travel safer, greener and more sustainable for future generations. We work to support the implementation of the Sustainable Development Goals through innovative international projects that aim to improve road safety standards, promote sustainable transport solutions, and create more inclusive communities through better mobility.

Through a vibrant network of local road safety NGOs, we concentrate our efforts in Eastern Europe, the Caucasus, and Central Asia, where road deaths are particularly high and vehicle fleets are growing. EASST is a member of the UN Road Safety Collaboration, has consultative status with the Economic & Social Council of the United Nations, and co-leads the Technical Secretariat of the Eastern Partnership Road Safety Observatory.

EASST also operates EASST Expertise Ltd, an international road safety consultancy and wholly owned trading subsidiary. EASST Expertise draws on a wide network of specialists to support, advise and manage road safety projects across the world, with all surplus revenues returned to support EASST's charitable work.

After 17 years of leadership, EASST's founder Emma MacLennan is retiring from her role as Director General. This is an exciting moment in EASST's development. We are seeking an exceptional leader to build on the strong foundations EASST has laid, ensuring that the organisation's impact continues to grow and that we remain at the forefront of road safety and sustainable mobility across the region and beyond.

Role Overview

The Director General functions as the Chief Executive of the charity, providing strategic leadership and operational oversight to fulfil EASST's mission and objectives. The postholder acts as a key ambassador for the charity, ensuring effective governance, sustainable funding and finances, and the development of robust relationships with stakeholders, donors, and the wider community. The Director General also leads EASST Expertise, EASST's wholly owned trading subsidiary, serving as a Director of the company and providing strategic oversight of its consultancy operations.

Main Responsibilities

- **Strategic Leadership:** Develop and implement the charity's strategic plans and activities, in collaboration with and reporting to the Board of Trustees.
- **Stakeholder Engagement:** Serve as EASST's primary spokesperson, promoting the charity to donors, beneficiaries, partners, policymakers, and the public.
- **Governance:** Ensure the charity complies with all legal and regulatory requirements, reporting to the Board on progress, risks, and opportunities.
- **Project Delivery:** Lead and manage delivery of specific development projects as needed by the organisation.
- **Financial Management:** Oversee the charity's finances, including budgeting, financial planning, fundraising strategies, and resource allocation to ensure long-term sustainability.
- **Operational Responsibility:** Oversee the charity's operations, including programme delivery, and the development of policies and procedures.
- **Fundraising and Development:** Lead fundraising initiatives and cultivate relationships with donors, grant-makers, corporate partners, and supporters.
- **Team Leadership:** Develop and motivate staff, who operate as a remote team, fostering a positive and inclusive work culture.
- **Monitoring and Evaluation:** Ensure robust monitoring and evaluation of programmes and activities, reporting outcomes to Trustees and stakeholders and driving continuous improvement.

Qualifications

- Demonstrable experience in a senior leadership role within the charity, not-for-profit, or public sector.
- Significant experience working at a senior level in the field of Road Safety and/or Sustainable Transportation.
- An understanding of global road safety challenges, global conventions and initiatives.
- Experience in EASST countries of operation is desirable and proficiency in a regional language is an advantage.
- Familiarity/experience/contacts with international organisations promoting, supporting or funding road safety is desirable.



- Strong strategic planning and management skills. Excellent and persuasive communicator and relationship-builder.
- Understanding of charity governance, regulatory frameworks, and best practice in fundraising and programme delivery.
- Collaborative, resilient, and committed to the charity's mission and values.
- The postholder must have a strong commitment to diversity, equity and inclusion, and be conscious and respectful of other cultures.

Key Relationships

- Board of Trustees
- Charity staff (currently a team of four)
- EASST partners in our countries of operation
- Funders, donors and international organisations involved in road safety governance
- Project collaborators, including other road safety charities and consultants
- Governments, public authorities and decision-makers in EASST's partner countries
- Beneficiaries of EASST's programmes and work.

Terms and Conditions

- Location: Based in the United Kingdom, with the right to work in the UK. The team currently works remotely with no office base.
- Travel: Significant travel may be required both within the region served by EASST and to conferences and other events.
- Hours: This is a full-time post and will require flexibility to meet the demands of funders and the partner network.
- Salary: The salary offered for this post is up to £70K (negotiable) plus 10% pension contribution and 30 days holiday per year.

The post holder is appointed by the Trustees and will report to the Board of Trustees on a regular basis.

Application Process

Interested candidates should send a CV and covering letter to EASST's Recruitment Consultant allan@easst.co.uk outlining their suitability for the role by 31 May 2026.