

LandAid

Chief Financial and
Operating Officer



Candidate Pack
November 2024

 Tall Roots

Welcome



Thank you for your interest in becoming our Chief Financial and Operating Officer at LandAid.

Last year, 136,000 young people approached their council for help as they were homeless or at risk of being homeless. Even more alarming is that figure represents an increase of 58% from six years ago. Youth homelessness costs the UK economy an estimated £8.5bn, largely due to unemployment, and so the challenge can feel huge. But we already have the resources to solve it within the built environment sector. And that is where LandAid comes in.

We use our links to the UK's property industry, harnessing its members' direct capital, assets and skills to help tackle youth homelessness by awarding grants and investing in frontline charities, providing financial support, and brokering free advice and expertise to increase the impact of their support.

Earlier this year, we launched our new five-year strategy, which will seek to deliver a step change in how we work, securing new investment opportunities to provide more safe and effective accommodation for young people, while seeking out new formal partnership opportunities that will offer us the ability to dramatically expand our reach and impact.

The Chief Financial and Operating Officer is an important new role for us, created to ensure we achieve our ambitions over the coming

years by focusing on delivering better quality of management information, insights and analysis to the Board and leadership to inform decision making. A key early component of the role will be to develop a detailed four-year financial plan in line with our organisational strategy. You will also look to invest in our internal operations by driving continuous improvement and exploring emergent technologies that offer us the ability to deliver greater real-time insights to and efficiencies for our teams. In addition, you will review our risk and governance frameworks by working actively with our Board sub-committees.

Beyond finance, you will oversee our outsourced HR and IT functions, ensuring we receive high-quality and cost-effective support and have robust systems and policies in place. You will also continue our work to become an employer of choice, building on our achievements today which have seen us identified as one of the UK's '100 Best Small Companies to Work For', and shortlisted as one of the 'Top 30 Charities to Work For'.

We are looking for a chartered accountant who brings senior finance leadership experience either at executive director level in an organisation of similar size to ours, or deputy director level in a larger organisation, most likely within a charity setting. Knowledge of the built environment and/or capital investment is advantageous, as is an understanding of the models of social investment. Crucially, you'll be the sort of person your colleagues are keen to learn from and eager to work with, able to offer expert insight and coaching with patient enthusiasm, but comfortable in offering clear advice and direction when needed.

I hope this document provides you with an insight into what we're all about at LandAid – our people are our asset and you would be joining an exceptional group of individuals. If you, like us, feel passionate about putting an end to youth homelessness, then we would love to hear from you.



Paul Morrish
Chief Executive Officer

Our Vision, Mission and Values



[Watch our video here](#)

Our vision

An end to youth homelessness in the UK.

Our mission

Every year, thousands of young people in the UK find themselves homeless.

It's a problem that we're here to tackle.

We bring the property industry together to support charities delivering life-changing services for young people who are or have been homeless, or who are at risk of homelessness in the future.

Through a unique network of corporate partners, we invest funding and expertise where we can achieve lasting impact.

Together we can end youth homelessness.

Our values

Our key five values are:



We're **Ambitious**

We are bold in the goals we set ourselves and the impact we seek
We endeavour to inspire those with whom we work
We recognise and celebrate achievement in pursuit of our mission



We're **Responsible**

We are open, honest and trustworthy
We hold ourselves accountable for what we do
We build lasting and effective partnerships



We're **Tenacious**

We persevere in the face of challenge
We demand the best of ourselves, our supporters and our industry
We bring courage and determination to the tasks we face



We're **Inclusive**

We respect, listen to, and learn from everybody we work with
We bring empathy and kindness to everything we do
We are committed to diversity, equity and inclusion



We're **Creative**

We champion innovation, fresh thinking, and new ideas
We are agile and flexible in our approach
We keep an eye on the future as well as the here and now

Ending Youth Homelessness: LandAid's Plan 2024-2029

LandAid is the only charity able to aggregate and multiply the property industry's effort and funding to maximise impact, nationwide.

We do this by bringing together our extraordinary network of remarkable companies and individuals from across all sections of the property industry, to leverage, channel, and multiply their unique capacity to tackle youth homelessness. Our expertise allows us to target investment and support to the very best charities tackling homelessness, right across the UK, empowering them to maximise their impact.

Our long term plan

Through our strategy we will provide homes, jobs and skills, maximising our impact through three key areas.



Place

Creating long-term change in targeted locations with the greatest need, by using collaborative solutions.



Pro Bono

Providing £1 million of Pro Bono support per year, and £4.5 million of Vodafone data to charities across the UK.



Influence

Being a valued expert amongst youth homelessness policy makers. Share, learn and build evidence based data.

In the next five years we will positively support 10,000 young people.

5,500

young people supported into accommodation

1,000

young people supported into training and employment

3,500

young people helped to build their foundations to grow

£ 150 million

of social value created

[Read our full strategy](#)

[LandAid 2024-29 strategy](#)

[DOWNLOAD HERE](#)

Job Description

Job title Chief Financial and Operating Officer (CFOO)

Responsible to Chief Executive Officer (CEO)

Direct Reports Finance Manager

Role Summary & Purpose

This is a newly created and vital role for LandAid. As Chief Financial and Operating Officer (CFOO), you will play a key part in driving the organisation's strategic direction, ensuring financial sustainability, and overseeing the efficient operation of all business functions. You will work closely with the CEO and Board of Trustees to fulfil LandAid's mission.

Key Responsibilities

Strategic Leadership & Planning:

- Serve as a key member of the Leadership Team, actively contributing to the development and execution of LandAid's overall strategy.
- Develop, implement, and oversee a clear financial strategy to support and drive the effective delivery of our strategy.
- Develop and maintain organisational performance metrics to track progress against key objectives (financial and operational), inform strategic decision-making, and ensure a long-term forward-looking assessment of performance.
- Advise the Board and Leadership team on all matters relating to financial and operational performance, to risk, and to compliance.

Financial Management

- Design and implement financial and operational plans, policies and procedures ensuring alignment with regulatory requirements, our mission and values, and best practice.
- Drive a culture of strong financial control and accountability, ensuring compliance with all relevant accounting standards and internal control procedures.
- Provide rigorous cost analysis and advise on ways in which we can achieve greater value for money through better procurement, more effective practices, better use of technology, and greater innovation.
- Oversee the financial translation of our overall strategy through the preparation of annual budgets, monthly management accounts and regular forecasting.
- Lead the annual financial audit process, preparing the financial statements in line with SORP, and ensuring timely and accurate reporting to stakeholders,

including the Board of Trustees and our external auditors.

- Manage LandAid's investments and financial reserves ensuring the long-term financial sustainability of the organisation, in line with agreed policies and principles.
- Provide expert financial guidance and support to the CEO, Leadership Team, and the Board of Trustees (both the full Board and the Finance, Governance & Risk Committee with which you will be work very closely), presenting complex financial information clearly and concisely.

Operational Oversight

- Oversee all aspects of LandAid's day-to-day operations and business support, ensuring efficiency, effectiveness, and alignment with our strategic goals. You will have a specific brief to explore ways in which we can use technology (including AI) to improve productivity and decision-making.
- Provide leadership and direction to the finance and support teams, fostering a culture of collaboration, high performance, and continuous improvement.
- Responsibility for producing and implementing a digital strategy for the organisation, and ensure we deploy and optimise our digital resources and tech as effectively as possible.
- Develop and implement robust people management practices and policies, ensuring compliance with employment law, promoting a positive and supportive work environment, and positioning LandAid as an employer of choice within the sector.
- Oversee the management of all outsourced functions, including our HR, IT, and legal services, ensuring the delivery of high-quality, cost-effective support while achieving excellent value for money.

Compliance & Governance

- Ensure compliance with all relevant legal and regulatory requirements, including charity law, fundraising regulations, Health & Safety, and data protection laws.
- Maintain and develop our risk management framework, identifying, assessing, and mitigating key internal and external risks.
- Responsibility for cyber security.
- Prepare and present regular reports to the Board of Trustees on financial performance, operational efficiency, risk management, and compliance matters.

In addition, we expect you to be a committed and effective member of the LandAid team, to uphold our values and culture, to be generous in your support for others, and to take your own professional development seriously.

This job description is not necessarily an exhaustive list of duties but is intended to reflect a range of duties the post-holder will mainly perform. The job description will be reviewed regularly and may be changed in the light of experience and in consultation with the post-holder.

Person Specification



Knowledge and Experience

Essential

- Qualified accountant (e.g., ACCA, ACA, CIMA) with a proven track record of success in a senior finance leadership role, ideally within the charity or non-profit sector.
- Demonstrated experience of developing and implementing financial strategies, managing budgets, and overseeing financial reporting and audit processes.
- Experience of managing or leading business support or operations functions.
- Experience leading and managing teams, fostering a culture of collaboration, high performance, and accountability.
- Experience of successfully introducing innovation to improve efficiency and productivity.
- Experience of designing and maintaining effective methods of capturing accurate performance data.

Desirable

- Knowledge of models of social investment.
- Knowledge of the digital landscape as it applies to the workplace (collaboration and workstream management in particular).
- Familiarity with the principles and practice of effective human resource management.
- Understanding of the property industry and/or experience working with corporate partners.
- Experience working with organisations focused on homelessness or social housing would be highly valuable.

Skills and Abilities

- Strong strategic thinking and planning skills, with the ability to translate organisational vision into operational plans.
- Exceptional financial acumen, including deep knowledge of accounting principles, financial modelling techniques, and risk management best practices.
- Excellent communication and interpersonal skills, with the ability to build relationships, influence stakeholders, and present complex information clearly and concisely to diverse audiences.
- Passion for LandAid's mission and a deep commitment to ending youth homelessness in the UK.

Terms of Appointment

Salary £75,000 - £80,000 per annum, pro rata.	Contract Permanent, part-time (0.6 FTE).	Location Remote with regular travel to our office for meetings (5th Floor, 57-59 Haymarket, London, SW1Y 4QX).	Pension 5% employers' pension.
Annual leave 25 days' annual leave (pro-rated for part-time employees), plus discretionary days off between Christmas and New Year.	Additional Vitality Health Insurance scheme (small contribution required); Cycle to Work scheme; discount purchase scheme; Death in Service; free annual 'flu jabs; time off to volunteer; mentoring scheme; and bonus scheme (linked to annual team performance).		



How to apply

Tall Roots is acting as an employment agency partner to LandAid. Applications should be made online at www.tallroots.co.uk/landaid-cfoo and include:

- a CV
- covering letter (no more than two pages), explaining your motivation for applying for the role, along with how you meet the Knowledge & Experience section of the Person Specification.

The closing date for applications is **Friday 6th December 2024**.

Preliminary interviews with Tall Roots will be held virtually between **Thursday 12th** and **Wednesday 18th December 2024**.

Final interviews will be held at our offices in London during **w/c 6th January 2025**. Shortlisted candidates will also be invited to meet with a selection of internal stakeholders virtually prior to final interviews. If you have any questions relating to the role or the process, or would like any adjustments made to accommodate your needs, please contact Mark Crowley or Annie Regan-Tighe at Tall Roots by email at mark.crowley@tallroots.co.uk / annie.regan-tighe@tallroots.co.uk.



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