



Chief Executive Officer



Welcome to Worcester SU



Thank you for your interest in joining Worcester Students' Union (WSU) as our next Chief Executive Officer. This is a genuinely exciting moment for our organisation, and we are looking for a leader who shares our passion for putting students at the heart of everything we do.

We have a fantastic opportunity to reshape our strategy and culture, supported by a dedicated and talented staff and officer team. We are determined to deepen our reach across our diverse student body, strengthen our partnerships, and build on the energy and momentum that defines life at Worcester.



We are looking for someone who has a student focussed mindset, who can balance the demands of a complex, values-led charity with the commercial acumen to grow and sustain our services, from student representation and welfare to events, sport, and beyond.

If you are motivated by the opportunity to lead an organisation where every decision genuinely improves someone's university experience, and where your leadership can leave a lasting legacy, we would love to hear from you.



We look forward to hearing from you soon

the Board of Trustees

About Us

Worcester Students' Union (WSU) is an independent charity dedicated to the interests and welfare of all students at the University of Worcester and its partner institutions. WSU delivers a range of services and support for students, including academic representation, clubs & societies, advice and guidance, volunteering and fundraising, as well as The Hangar bar. Our most important job as a Students' Union is to represent students' views, listen to what they have got to say, and make sure it's heard by the right people.

Our Values

Being Bold

We will try new things, be adaptable, and speak out when we need to. We will provide opportunities and activities that are worth students spending their time doing (if they're not, we won't do them!). We will create a great place for people to work, where they can see ideas become reality.

Honest communication

We will be open about what we can and can't achieve and what we do and don't do. And we will tell students what we are doing and keep them updated. We will make it clear to our students what we offer and that we are there for all of them.

Keeping it simple

We will avoid having unnecessary bureaucracy or barriers to students getting involved with us.

Developing people

This is hugely important to us. We will shape experiences and develop everyone who is involved in the SU - students and staff alike - so they try new things and gain new skills

Representative

We will work very hard to ensure that all students at the University feel valued and represented by us.

Inclusive and accessible

We will ensure that we think about our diverse student body in providing services, activities, and events. We will work to remove barriers and challenge ourselves not to make assumptions about students' wants and needs.

Our Vision

Delivering excellence, uniting, diversity and enriching student lives

Our Mission

To support, represent, and empower our students

Our Strategic Themes

1. Encouraging and supporting students to prioritise their wellbeing.
2. Understanding students financial realities and reflecting that in what we do.
3. Empowering students to have their say.
4. Making sure our diverse student body is represented.
5. Building connected student communities where students feel they belong.

How We're Run

We are governed separately from the University as an independent charity, but we work in partnership with colleagues across the University of Worcester to ensure that the voices and needs of students are always heard. Our Elected Officers sit on University committees and advocate directly for student interests, promoting a student-centred approach to University life.

Our Structure

We employ around 13 members of full-time staff, along with around 30 student staff. The CEO is supported by a dedicated senior leadership team who together, lead the day-to-day operations of the SU and ensure our strategic plan is delivered effectively.

Trustee Board

Our Trustee Board brings together people with different expertise and backgrounds who work together to make Worcester SU an effective charity and students' union. The Board is made up of 3 types of Trustees:

Officer Trustees – elected to be representatives of student life within the University and bring this expertise to the SU Board. The SU president chairs the board.

Student Trustees – elected to share the lived experience of students on the board,

External Trustees – appointed to bring external perspectives as well as experiences and expertise from outside the Students' Union.

Finance & Funding

Our annual income is around 1.1M per year. Around 0.6M of this comes from funding provided by the University. The rest is generated through commercial activity and fundraising. Every penny we make is reinvested into the services we provide for students'.



Our Team

Our team is united by a single, simple belief: that every student at Worcester deserves to feel supported, represented, and inspired throughout their time at university.

We bring together a passionate and diverse group of professionals with expertise spanning student engagement, advice and welfare, events, sport, commercial operations, and communications. Together, we work collaboratively with the University of Worcester, local partners, and our wider student community to create an experience that is rich, inclusive, and genuinely responsive to what students need.

Whether we are championing a student's rights in a difficult moment, launching a new society, delivering a packed Welcome Festival, or pushing for change on the issues that matter most, everything we do is driven by our values: bold, honest, simple, and always representative of the full diversity of our membership.

We are proud of what we have built, and we are ambitious about what comes next.



Our Team.

Trustee Board (3x Officer Trustees, 3 Student Trustees, 4x External Trustees)

Chief Executive Officer

Director of Finance and Operations

Director of Representation and Membership

Venue and Events Supervisor

Marketing, Communications and Commercial Manager

Finance and Operations Administrator

HR and Governance Administrator

Student Engagement Administrator

Student Activities Manager

Academic and Welfare Advisor x2

Bar Assistants (Student Staff x5)

Welcome Desk Assistants (Student Staff x5)

Digital Media Creator

Graphic Designers (Student Staff x2)

Staff Benefits



We recognise that we are an organisation that is dependent on people, and that they have lives outside of work. We encourage our staff to prioritise their wellbeing and offer the following benefits:

Annual Leave

37 days leave per annum (including bank holidays), plus a day off for your birthday!

Pension Scheme

6% employer & 6% employee via the Aegon pension scheme

Group Life Insurance

Automatic cover from the first day of employment, including live cover 5x salary for death in service.

Toothfairy

Dental app that provides advice and guidance from real UK dentists

EdenRed discount scheme

A range of discounts on eating out, shopping and leisure.

Free eyesight test

Staff are eligible every two years

NUS Totum Card

Staff can purchase a Totum discount card, giving access to hundreds of discounts.

Plus MORE!



About the Role

Job Title: Chief Executive Officer

Location: Worcester

Contract: Full Time (37.5 hours per week)

Salary: £62,000 - £64,000 per annum

The Chief Executive Officer (CEO) provides overall leadership and management of Worcester SU. The postholder is responsible for delivering the Union's charitable objectives, ensuring excellent services for students, and developing a sustainable, strategically focused organisation. The CEO works in partnership with elected student leaders and the Board of Trustees, providing professional expertise to support governance, operational delivery, and long-term planning.

Key Responsibilities

Strategic Leadership

- Lead the development and implementation of a clear, coherent organisational strategy, addressing current gaps in strategic direction.
- Translate organisational vision into measurable objectives, operational plans, and performance indicators.
- Provide high-quality strategic advice to the Board of Trustees and elected student officers.
- Ensure evidence-based decision making through the effective use of research, data, and sector insight.
- Promote a culture of continuous improvement, innovation, and reflective practice.

Governance and Organisational Management

- Ensure the Students' Union operates in full compliance with charity law, employment law, health and safety requirements, and relevant regulatory frameworks.
- Support the Board of Trustees by providing accurate, timely reports and professional guidance to enable effective governance.
- Maintain robust internal controls, risk management processes, and organisational policies.
- Oversee the delivery of operational functions, ensuring efficiency, consistency, and high standards.
- Take responsibility for the management of health and safety.

Financial Leadership

- Act as the senior budget holder with responsibility for the Union's financial sustainability and long-term resilience.
- Oversee annual budget setting, financial reporting, and financial planning.
- Ensure appropriate systems of financial control, audit, and accountability.
- Identify opportunities for income diversification and prudent growth.
- Ensure that commercial activities operate profitably and ethically, contributing positively to the Union's wider mission.

About the Role



People and Culture

- Provide leadership and direction to all staff, creating an inclusive, supportive, and high-performing organisational culture.
- Implement effective people management practices including recruitment, development, performance management, and wellbeing support.
- Work constructively with elected student officers, ensuring they receive appropriate support to fulfil their roles as leaders and representatives.
- Promote values of respect, integrity, and collaboration throughout the organisation.

Stakeholder and Partnership Engagement

- Lead constructive, transparent, and proactive relationships with the University of Worcester.
- Represent the Union at senior committees, working groups, and external forums.
- Build strategic partnerships with local community organisations, sector bodies, and relevant external stakeholders.
- Act as an ambassador for the Students' Union, enhancing its reputation and influence.

Student Experience and Membership Services

- Ensure the delivery of high-quality advice, representation, and democratic engagement services.
- Promote effective mechanisms for listening to students and integrating their feedback into service development.
- Ensure services and activities are inclusive and reflective of the diverse student body.
- Support the enhancement of the overall student experience in partnership with university colleagues.

Commercial Leadership

- Oversee the strategic development and operational performance of commercial services including retail, catering, licensed trade, and events.
- Ensure commercial operations operate efficiently, sustainably, and in full compliance with applicable regulations.
- Drive improvements in product offer, customer experience, and profitability.
- Ensure that commercial growth aligns with student needs and the Union's charitable purpose.

About You



Experience

- Significant senior leadership experience in a complex organisation.
- Demonstrable experience of developing, implementing and evaluating successful organisational strategy.
- Strong financial acumen with the ability to interpret financial data, using it to inform decision making and planning, and communicate decisions around it effectively.
- High level of commercial acumen with a track record of making informed decisions that drive profitability and growth.
- Experience of working constructively with Boards, committees, or governance bodies.
- Proven ability to build effective partnerships with senior external stakeholders
- Experience leading organisational change and modernisation.
- Experience within the higher education, students' union, charity, or membership sectors. (*desirable*)

Skills and Abilities

- Ability to create an inclusive, supportive environment where people feel valued, respected, and able to contribute and collaborate effectively.
- Ability to work in an energetic manner, encouraging creativity across the team, taking informed risks to drive innovation.
- Capable and experienced in empowering others; providing appropriate levels of challenge, support and feedback to create a culture of collaboration, accountability and high performance.
- Ability and willingness to get involved in the operational delivery whilst leading the strategic direction of the organisation.

Values and Ethics

- A strong commitment to equality, diversity & inclusion, and be able to effectively engage people from all backgrounds and at all levels.
- Passionate about working in a democratic, student-led environment and being an advocate of student voice and representation.
- Ability to communicate a shared vision to a wide range of stakeholders, instilling trust, and maintaining a friendly and engaging culture.
- A demonstratable commitment to the Students' Union's charitable objectives and long term development.



General Information

Application Process

We have partnered with Atkinson HR Consulting to design a fair, inclusive, and structured recruitment processes that give candidates a clear sense of what to expect at each stage. The process usually looks like the one outlined below – but if you make an application, we'll send you a more detailed breakdown ahead of time.

Step 1: Application

Start by completing an application form which includes 2–3 tailored questions, designed to help you demonstrate your experience, motivation, and alignment with the organisation's values. In addition to this, you will also be asked to upload your most recent CV.

Step 2: First Interview

These are usually conducted remotely via Microsoft Teams and give us a chance to explore your application in more detail - particularly your experience, motivation, and alignment with the organisation's goals. Themes and topics of interview questions are shared with you prior to your interview.

Step 3: Final Interview

Final interviews are held in person, and may include a task, presentation, or scenario-based questions to explore your suitability in more depth. You'll have the chance to meet key individuals and get a feel for the culture of the organisation.

Using AI

We get it - writing application letters and answering questions takes time, and it's sometimes hard to find inspiration and know where to start. We therefore recognise that some candidates might use AI (such as Chat GPT) to help them write their application. This can lead to some challenges that might impact your application. So, we're sharing some tips to help you avoid some of the common pitfalls. Read them [here](#).

How to Apply

Application Timeline

Closing Date: Midday, Tuesday 5th May 2026

First Interview: Tuesday 26th May (online)

Final Interview: Monday 1st June (in person, Worcester)

Your Application

To apply, please submit your CV and complete [this application form](#) where you can answer the following questions:

- Why are you interested in applying, and how do you feel your personal values align with our organisational values?
- What are the key achievements and outcomes within your career that make you a strong candidate for the role?
- Tell us about a time where you had to balance strategic priorities with day-to-day operational demands. How did you approach this?

Please respond to each of the questions with a maximum of 400 words per answer. You may wish to prepare your answers in advance in a separate document.

Imposter Syndrome?

Impostor Syndrome is the overwhelming feeling that you don't deserve your success. It can convince us that we are not as intelligent, creative, or talented as we may seem. It often strikes when applying for a job, and has long been thought to disproportionately affect marginalised groups.

If you recognise feelings of imposter syndrome when applying for a senior role, you'll find some useful tips to help overcome it [here](#)

If you have any questions or would like to arrange an initial, informal discussion about the role, please contact our recruitment partners, Atkinson HR, via email at nida@atkinsonhrconsulting.co.uk



 **WORCESTER**
STUDENTS UNION

THE
HANGAR

 **WORCESTER**
STUDENTS UNION