



Give It Your Max Chief Executive: role spec

Part-time (working from home): ideally 4 days per week (though applicants who can offer no more than 3 days per week will also be considered as noted below).

Description of the Charity:

Give It Your Max is a small charity that began in 2005. The essence of the Charity is to work with disadvantaged and vulnerable children between the ages of 4-18 in the UK's most deprived areas, using the sport of tennis as a tool for change. The importance of daily physical activity has been known for decades, but the challenge we face in a world of fast food and sedentary screen time has never been greater. One third of children are overweight or obese by the time they leave primary school, and worryingly, one in five children have at least one mental health disorder.

Our mission statement is to enhance the lives of children through the game of tennis. We use tennis to tackle socio- cultural issues, including poor mental health and self-esteem, high levels of obesity and inactivity, tackling anti-social behaviour and gang crime and low levels of aspirations.

We pay for qualified tennis coaches to introduce tennis to children in state primary schools in low income areas and SEN schools across the UK. All state schools where we operate must have a pupil premium percentage in excess of 35%. This is to ensure that we are working in areas of deprivation and that we are reaching the children most in need.

Our programmes run in the following inner cities across the UK: Aberdeen, Birmingham, Liverpool, London, Manchester, and South Tyneside.

Since the Charity began in 2005 we have reached over 200,000 children. Our Patrons include Sir Trevor McDonald, Tim Henman OBE, Virginia Wade OBE, Leon Smith OBE and Laura Robson and our Professional Player Ambassadors are Heather Watson, Joe Salisbury, Harriet Dart and Cameron Norrie.

The six strands of our work are:

GIYM Primary is delivered to children aged 4-11 years old in state primary schools in high poverty areas and focuses on healthy living, self-confidence, respect, coordination and goal setting. We deliver in schools with a pupil premium of 35% or higher and open sessions up to pupils and young people from the local community. Coaching sessions are run in 11 locations across the UK, from Aberdeen in Scotland down to South London.

GIYM Plus is for young people aged 11-16 and improves mental health and wellbeing, promotes an active lifestyle, creates new opportunities, and encourages aspirations. Within the programme we offer the Give Your Max Leadership Award which includes the LTA Leaders course, a two year module based voluntary and all inclusive programme which offers the candidate the opportunity of work experience and access to webinars, hearing from some of the leaders in the world of tennis. With the rising number of unemployed young people, it is our hope that through this programme students will gain greater knowledge of the opportunities that are available through the game of tennis and some will pursue a career in sport.

Max's Breakfast Club is for children aged 4-11 years old and held in state primary schools across the country with pupil premium of 35% and above (in addition to GIYM Primary). Through Max's Breakfast Club we (a) deliver a tennis session in school before the children start their academic day, catching them when they're at their freshest and most responsive and (b) offer a healthy and nutritious breakfast, all at no cost to the child or school. Many of our programme children don't always get well fed at home so this way we can educate the children about healthy nutrition and make sure that they get a good nutritious start to their day.

GIYM Disability is for children aged 4-18, helping young people have access to the same opportunities as their non-disabled peers. This programme runs in special needs schools around the UK and currently including Hertfordshire and Northampton.

GIYM Community identifies areas with a specific need for support and responds with the delivery of out of school tennis programmes in the community. An example of this is our Grenfell programme which was set up following the tragic fire in 2017. Coaches are paid to provide holiday camps and activities for children who have been identified as particularly vulnerable and require additional support during the school holidays.

Unloved & Unwanted is a nationwide sustainability campaign through which we recycle and rehome unloved and unwanted tennis rackets so that they can be offered to children from disadvantaged backgrounds. We clean up the unwanted rackets, re-grip and re-string them before redistributing them to children participating in our programmes in primary schools in deprived areas.

A large percentage of our fundraising is done via our online and in person fundraising events. The rest comes from private donations and via trust and foundation grants.

Description of the Role:

We are looking for a new Chief Executive to succeed Abigail Tordoff who, after 10 highly successful years, is leaving to pursue new opportunities at her own instigation.

The role of Chief Executive is to oversee all aspects of the running of the Charity and perform all duties required by the Charity, reporting to the Board of Trustees with the main contact being the Chair. The role will include management of any part-time, retained contributors to the work of the Charity which currently include the Programme Manager and Fundraising Manager. Unless otherwise agreed in return for a reduced time commitment of 3 days per week, the role will be for 4 days per week and, as described below, also include management of all matters related to the Charity's fundraising events and marketing including via social media.

UK travel is potentially required for the role primarily to visit the different programmes but also to meet key stakeholders (including the Programme and Fundraising Managers), attend Trustee meetings and manage the Charity's events.

Essential Duties:

As Chief Executive (where overall commitment is for 3 days pw):

- To create and agree with the Trustees a **long-term vision and strategy** for the Charity, such vision and strategy to be reviewed periodically as agreed with the Trustees.
- To prepare and agree with the Trustees an **annual business plan**, targets/KPIs and budget which you will be tasked to deliver.
- To provide an update and **progress report** on the plan delivery and performance against KPIs to the Chair and other Trustees throughout the year as required and, as a minimum, at Trustee meetings of which there are currently three a year (in January, May and September).
- To arrange the **AGM** (currently held in January) and **Trustee meetings** as and when required, ensuring adequate and timely prior updates from all members of the Executive (including the Programme and Fundraising Managers) as well as timely and effective follow-up in the form of Minutes and all actions arising.
- To liaise with the Charity Accountant, Charity Bookkeeper and relevant Trustees in the preparation of the **Annual Report & Accounts** and then submit to the Charity Commission in a timely manner.
- To manage with the Charity Bookkeeper the **Charity bank account** and monitor the receipt and issuance of invoices and payments, processing Gift Aid claims as required.
- To ensure compliance with all necessary **policy, governance and regulatory requirements**
- To work with the Programme Manager to ensure effective management, delivery and measurement of all aspects of the Charity's various **coaching and development programmes**. Tasks to include supporting the Programme Manager with:
 - Reviewing all programme funding proposals
 - Managing the annual programme budget
 - Maintaining and developing relationships with the Charity's coaches

- Monitoring existing programme sites against agreed deliverables including through the collection of data and other measurement of impact
 - Visiting with the Programme Manager each site at least once every two years
 - Identifying new sites and areas for new programmes and other initiatives to further the Charity's mission.
- To work with the Fundraising Manager to ensure effective management of all aspects of the Charity's **fundraising** efforts. Tasks to include supporting the Fundraising Manager with:
 - Identifying, researching, preparing bids and applications to all and any potential sources of funding, existing and new
 - Preparing an annual plan for targeted Trust & Foundation applications and other funding sources
 - Developing and maintaining relationships with existing and potential funders, sponsors and corporate partners including via updates and reporting on impact
 - Updating and managing the Charity's fundraising platforms
 - Preparing fundraising reports for the Trustees.
- To ensure the effective management and delivery of the Charity's fundraising **events and marketing** programme as detailed below either overseeing an Events & Marketing Manager (where the Chief Executive's role is for 3 days a week) or performing the duties detailed below (where the role is for 4 days per week).
- To ensure the effective management and delivery of the **Unloved & Unwanted** campaign through the efficient collection, re-purposing and distribution of unloved and unwanted tennis rackets while selling any surplus (eg of adult rackets) for fundraising purposes.
- To develop and maintain relationships with the Charity's **Patrons** and **Player Ambassadors** with a view to leveraging their reputation and connections in the interest of the Charity while being respectful of their own commitments.
- Otherwise to **manage the small team** of part-time contractors (including the Programme and Fundraising Managers) who work for the Charity including with overseeing their recruitment, retention, development, performance, contribution to the broader team, motivation and remuneration.

Additionally in relation to Events & Marketing (where overall commitment is for 4 days pw):

In addition to the above:

- To ensure effective end-to-end management of the Charity's fundraising events and marketing. Tasks including but not limited to: securing venue/talent, ticketing and booking/payment system, auction/raffle prize acquisition, formation and management of any sub-committee, sourcing and managing sponsorship for the Charity's events, overseeing the event in advance and on the day, etc.
- To plan and manage the Charity's annual events schedule and related events & marketing budget, preparing financial summaries for the Trustees.
- To manage the Charity's website and marketing material for sponsorship decks, collaboration material and other communications eg, leaflets, brochures, Charity promotional material, etc.
- To manage the Charity's social media platforms (Instagram, Facebook and Tiktok), working closely with the Programme and Fundraising Managers to come up with an annual social media plan and collect and manage content.

Requirements:

Experience/network:

- Leadership credentials (preferably as a successful and proven Chief Executive or department/functional head).
- Experience of a mix of corporate and not-for-profit/charity environments, preferably in the world of tennis or sport more generally (ideally in the fields of coaching and participation).
- Particular experience of and a track record in:
 - business planning, budget preparation/management, reporting and the other administrative aspects of running a small organization with multiple deliverables
 - managing a small team to achieve excellent performance
 - achieving fundraising or other financial goals
 - managing multiple events (small to medium size) as well as broader marketing initiatives in the areas of collateral development, social media, etc.
- A strong network in the world of tennis or sport more generally and among Trusts & Foundations as well as other potential corporate and other donors.

Personal qualities/relevant skills:

- A dedicated, positive, proactive, resourceful self-starter who is happy to work remotely since the Charity does not have a central office.
- A natural forward planner with a strategic mindset who is methodical and organised.
- An effective team leader who can provide guidance, motivation and support to a remote team as required.
- Someone who is happy not only leading a small team but also pitching in as a team player as and when needed as is vital for such a small charity.
- A strong relationship developer given multitude of stakeholders involved in and with the Charity.
- Financially literate and disciplined.
- Willingness to travel around the UK as required.
- Home computer with access to internet and relevant computer skills.
- Competent with social media platforms and content creation.

Salary: Dependent on experience.

NOTE: The job description is not intended to be all-inclusive. The Chief Executive may perform other related duties as negotiated to meet the ongoing needs of the Charity.