

18 May 2010

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London, NW5 1DJ  
Tel: 020 7692 4849

[john@switchedonconsulting.co.uk](mailto:john@switchedonconsulting.co.uk)

Dear Applicant

**Re: Chief Executive - Lasa**

Thank you for your interest in the position of Chief Executive for Lasa.

We will be handling the recruitment process of this position on behalf of the trustees of Lasa and would request that all contact is made through us rather than through Lasa.

Please find attached a copy of the advert, Job Description, Person Specification and Organisation Chart.

Take a look at the Lasa website [www.lasa.org.uk](http://www.lasa.org.uk) which has plenty of information on Lasa and its work. You can also download a copy of Lasa's most recent annual review from:

[http://www.lasa.org.uk/uploads/about/Lasa\\_final\\_version\\_annual\\_review\\_16\\_9\\_09.pdf](http://www.lasa.org.uk/uploads/about/Lasa_final_version_annual_review_16_9_09.pdf)

**HOW TO APPLY**

1. Prepare your **up to date CV** setting out clearly your relevant work experience, qualifications, professional development, community roles / volunteering and any other relevant information.
2. Write a **supporting statement** which explains clearly how you meet the requirements –refer to the job description and person specification included in this pack. Candidates are selected for interview on the basis of the supporting statement so if you provide a CV without a supporting statement, you are unlikely to be shortlisted.
3. Complete an **equal opportunities monitoring form**. Please fill this online at <http://tiny.cc/lasa-Eqopps> . This is an anonymous survey and will not be linked to your job application.
4. Please email your **CV and supporting statement** to me: [john@switchedonconsulting.co.uk](mailto:john@switchedonconsulting.co.uk)

At a later stage shortlisted candidates will be asked to provide referees, complete an employment form and to produce documents to confirm that you have the right to live and work in the UK.

For your information:

- **Closing date is 14 June 2010**
- **Shortlisting is 18 June 2010**
- **First interviews are to be held on 28 June 2010**

Please ensure that we have an up to date **contact telephone number or email address** to be able to contact you quickly. Let us know if there is any sensitivity about contacting you on that number or email address.

We will let you know as soon as possible after shortlisting if you have been invited for interview.

If you require any further information or have any questions about the recruitment process, please do not hesitate to email me. Thank you once more for your interest in this position.

Yours sincerely

*John*

John Sunderland  
HR Consultant  
0207 692 4849

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# CHIEF EXECUTIVE

£55k-60k

London E1

Lasa is a leading charity influencing policy and offering a unique combination of services to voluntary organisations in welfare rights advice, information and training, as well as ICT advice and consultancy. As people in crisis seek to understand their rights, they turn to their local agencies. Our role is to make sure that local agencies have both well trained staff and access to reliable information that can help them through the trickiest problem.

Over 25 years we've helped thousands of voluntary organisations – and have developed innovative solutions such as Rightsnet and AIMS software to provide better services and save money. We have a national profile and are building an international reputation too.

As Chief Executive, you will have the ability to identify opportunities to allow us to grow and increase our reach – keeping pace with demand in these difficult times. Your record of both managing and developing new services in response to needs will demonstrate your strategic awareness, operational management skills and your entrepreneurial approach. A natural communicator, you will have the personal qualities needed to build positive relationships internally, credibility with government and funders, and strong partnerships with those who share our ideals. Above all, you will be determined to succeed in helping thousands of charities improve the lives of their clients.

To apply, download a job pack from our website or email John Sunderland at [lasa@switchedonconsulting.co.uk](mailto:lasa@switchedonconsulting.co.uk) or phone 0207 692 4849 for further information.

Closing date: 14 June 2010.



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**an expert resource for advisers**

**Title of Post: Chief Executive**

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**Salary: £55k to £60k**

**Reports to: Chair of Board of Trustees**

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## **Main Responsibilities**

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### **Leadership**

The Chief Executive has a leading role as the champion of Lasa and its mission. Working with the Board, staff and stakeholders, the Chief Executive will have responsibility for the development of a vision and direction for the organisation, in a situation where there are opportunities in the difficult times ahead.

The Chief Executive will involve trustees, staff and stakeholders in developing a strategic plan which provides a framework and unity of purpose for the achievement of new and challenging goals.

The Chief Executive will promote the organisation to decision makers within government and government agencies as well as building its profile amongst existing and potential clients. S/he will maintain and develop the status and profile of Lasa as a leading-edge provider of services and support.

The Chief Executive will ensure that Lasa is seen as a leading organisation within the sector, engaging with policy issues and building support for the work of the sector.

### **Business development**

The Chief Executive will take the lead in developing new business and income opportunities in line with the mission of the organisation and work closely with fundraising and marketing staff.

This will involve keeping up to date with policy initiatives and emerging funding streams, coordinating intelligence gathering and participating in relevant networks. When opportunities arise, s/he will take a lead in evaluating potential opportunities and looking at ways of delivering services or products in partnership with others, as necessary.

The Chief Executive will develop a range of high level contacts with government and local government bodies, Trusts, Foundations, and other potential charitable or social enterprise funders, in order to promote existing products and services or to develop new ones.

### **Policy and communications**

The Chief Executive will have a lead role in developing policy, using sector wide contacts and networks and involving leading players and trustees. S/he will promote and campaign for the development of effective services with decision makers and politicians, and contribute to the debate

on how such services should be resourced.

The Chief Executive will represent Lasa and its stakeholders in policy consultations and work to ensure the voice of advice and information providers is heard in key sector forums.

### **Financial management**

The Chief Executive is responsible for the overall financial health of the organisation and will ensure that appropriate financial management, planning and control systems are in place to ensure the long-term future of the organisation.

The Chief Executive will work with staff and management to prepare annual budgets which reflect the organisation's objectives and priorities and, once these are agreed, ensure that expenditure is controlled in line with the agreed budget.

### **People management**

The Chief Executive will ensure that Lasa continues to be a great place to work, learn and develop. S/he will maintain and develop a culture that continues to attract, retain, involve and motivate high calibre staff and foster a work environment where innovation and creativity are encouraged and valued.

In the role of employer, the Chief Executive will ensure that Lasa meets its statutory obligations at all times and uphold standards of good practice. This will involve ensuring effective quality assurance measures and people management policies and processes are in place at all levels.

The Chief Executive directly supervises senior staff and leads the senior management team. They will ensure managers have the autonomy to manage their services and lead them towards achieving Lasa's overall aims.

The Chief Executive will ensure that recruitment, management, training and development and appraisal of staff are directed to achieving the objectives of the organisation and to provide opportunities for staff to develop and grow.

### **Strategic and operational planning**

The Chief Executive will work with Lasa staff and Board to translate the organisation's vision into strategic plans which not only take account of changes in government policy but which also influence change within the social, political and legal environment in which Lasa service users and their clients operate.

These plans will focus on the welfare benefits and ICT support needs of our current and potential service users as well as setting the strategic direction and coherence for Lasa's policy work.

The Chief Executive will take forward the development and implementation of annual work plans and target so that the organisation is able to achieve its aims and objectives in a planned and sustainable way. Effective monitoring and reporting systems will also be put in place to ensure quality in the deliver of services. The organisation's structure and systems will also be designed to balance accountability with the needs of the organisation to be flexible and responsive.

### **Governance**

The Chief Executive will ensure that Lasa is fully accountable to the Board of trustees and will ensure they are able to fulfil their responsibilities under charity and company law.

The Chief Executive will help develop effective systems of governance to ensure the Board is fully involved in the management of the organisation and is in a position to steer the organisation wisely through a period of transition.

# Person Specification

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## Experience

1. At least five years management experience at a senior level, including strategic and operational planning and managing significant budgets.
2. A track record of growing an organisations income through identifying new opportunities, successfully raising funds along with planning and implementing new projects or services.
3. Experience of successfully managing change in a medium sized organisation.
4. Experience of leading teams of professional staff, preferably within the voluntary sector.
5. Experience of financial management and systems to ensure the overall financial health of the organisation.

## Knowledge, skills and abilities

6. Understanding of the current and future potential of Lasa's key service areas and the ability to develop new products and services to meet changing needs.
7. Knowledge and understanding of the broad voluntary sector environment, funding streams and the role of second tier organisations.
8. Understanding of the relevance of social exclusion to the strategic and operational development of Lasa.
9. Awareness of good practice in governance and the role of trustees.
10. Able to think strategically, focusing on strategic issues and able to translate strategic aims into practical and achievable plans.
11. Excellent networking, communication, presentation and influencing skills as well as the ability to negotiate positive outcomes.
12. Effective management skills and the ability to manage, appraise and motivate staff using a participatory and empowering approach

## Personal qualities

13. Vision, imagination and dynamism and an ability to inspire, involve and gain commitment from others.
14. Entrepreneurial approach with the ability to develop and sustain new opportunities
15. Credible and approachable in a leadership role in a multi-cultural environment.
16. Calm and reliable under pressure, demonstrating sound judgement. Diplomatic and tactful, concerned to maintain good relationships even when there are disagreements.

## EMPLOYMENT BENEFITS AND TERMS

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- Salary:** Starting salary £55,000 per annum. Salaries are paid on the 15<sup>th</sup> of each month, two weeks in arrears, two weeks in advance.
- Pension:** There is a 3% non-contributory employer's pension scheme in place.
- Hours:** Working hours are minimum 35 per week with flexible working. There is no payment for overtime.
- Leave:** Annual Leave is 30 days per annum plus Bank Holidays. The leave year runs from 1<sup>st</sup> April – 31<sup>st</sup> March.
- Probation:** There will be a probationary period of six months during which time one month's notice will apply on either side.
- Notice:** After successful completion of the probationary review, a minimum three months notice on either side.

**Organisation chart May 2010**

